AUGUST 31, 1953 TECHNOLOGY DE... 35c PER COPY

BROADCASTING TELECA...G

PUBLIC LI...RARY
SEP 1 953
DETROIT

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22ND year

...EEKLY ...TV

You wouldn't harness an elephant to a lawnmower, would you?

You don't need 50,000 watts or 10,000 or even 5000 to cover the *compact* Baltimore market!

W-I-T-H will do the job for you *without waste!* Network stations overlap areas covered by their own affiliates . . . their effective coverage is limited to just about the area W-I-T-H itself covers.

NIELSEN SHOWS W-I-T-H IN LEAD!

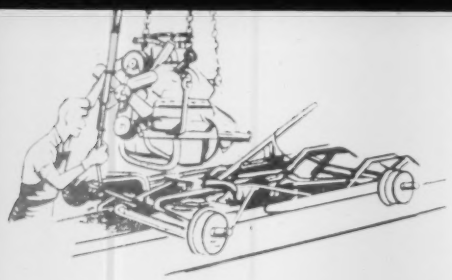
In Baltimore City and Baltimore County W-I-T-H leads every other radio and television station network or independent in weekly daytime circulation.

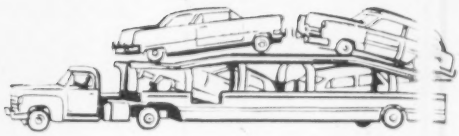
Let your Forjoe man give you all the facts in this amazing Nielsen Coverage Service Survey.

IN BALTIMORE WITH

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & CO.

XUM





FORD MOTOR COMPANY DOES A COMPLETE JOB...

SO DO HAVENS AND MARTIN, Inc. STATIONS . . . { **WMBG** **WCOD** **WTVR**

The Ford Dealers of America are observing Ford's 50th Anniversary with a well-chosen slogan, "Fifty years forward on the American road." Back of it is a study in American private enterprise. From one man's dream of a "horseless carriage" has grown an organization so far flung it has a Ford Dealer in almost every hamlet in the U.S. This kind of growth can come only from inventive genius, hard work and dedicated service all along the way.

These same qualities serve well in the broadcasting field too. Through them have come the South's only complete broadcasting institution—WTVR, WMBG and WCOD. Pioneers in AM, FM and TV, Havens & Martin, Inc. Stations have built large and loyal audiences in the rich areas around Richmond. Advertisers know the value of telling their story via these First Stations of Virginia.

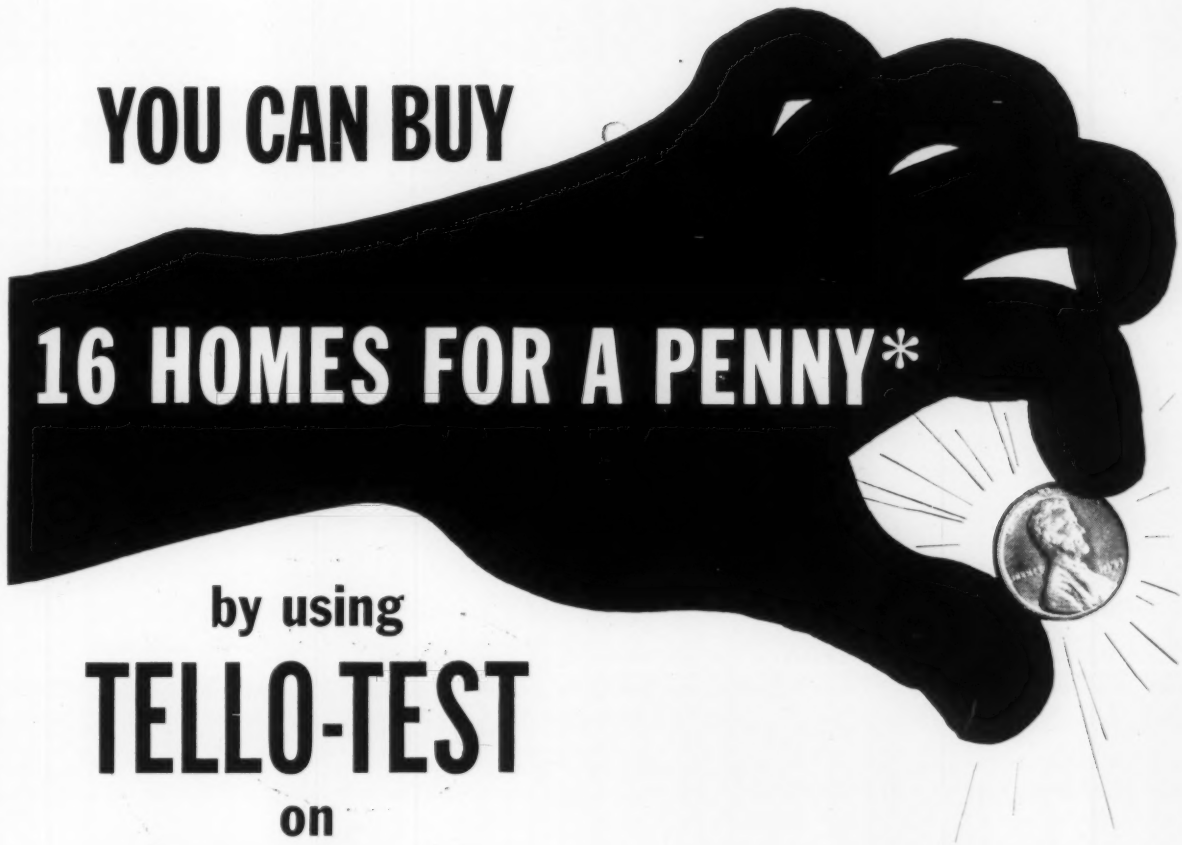
FIRST STATIONS OF VIRGINIA

WMBG AM **WCOD** FM **WTVR**

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.

YOU CAN BUY

16 HOMES FOR A PENNY*



by using

TELLO-TEST

on

KDKA

If you're an advertiser who wants to reach a BIG audience and a RESPONSIVE audience—buy a participation in "Tello-Test" on KDKA—and you can be sure your Pittsburgh sales problems are under control.

TELLO-TEST, America's most popular radio quiz, is a block-buster on KDKA. Broadcast at 6:15 p.m. (Mon. thru Sat.), it has double the weekly cumulative audience of the next three Pittsburgh stations combined!

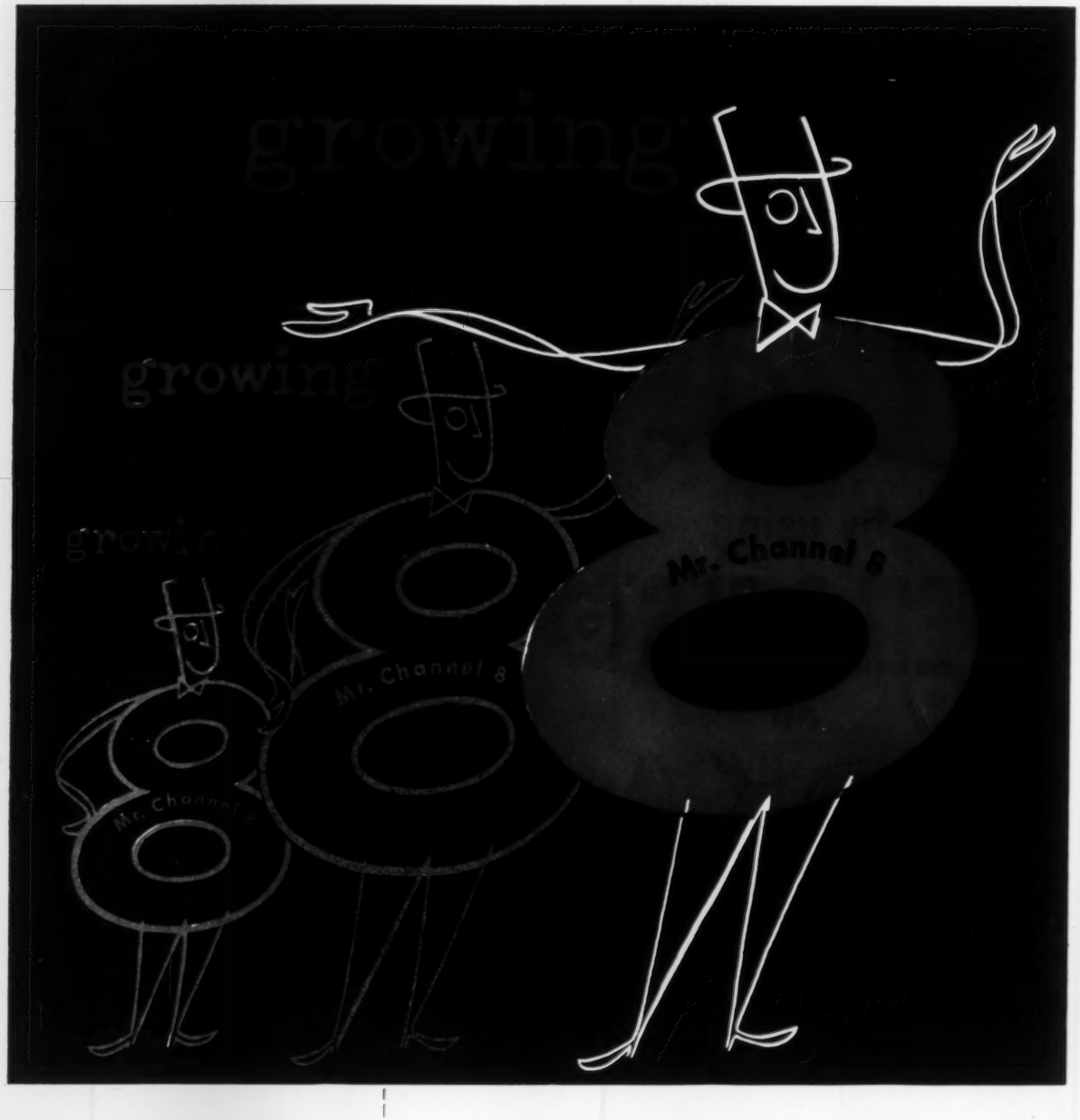
Note to alert Radio Station Managers:

Get complete details, prices, and audition disc on TELLO-TEST. It works wonders—hypoing ratings, getting sales results. Write, wire or phone WALTER SCHWIMMER PRODUCTIONS, INC., 75 East Wacker Drive, Chicago 1. Phone Franklin 2-4392.

Get the Facts
about
TELLO-TEST on KDKA
From KDKA or your
Free & Peters man.

*Pittsburgh Area Nielsen Radio Ratings

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.



WGAL-TV

NBC · CBS · ABC · DuMont

Lancaster, Pa.

Steinman Station

Clair McCollough, President

actual return for your advertising on WGAL-TV—now in its fifth year

growing—the prosperity of WGAL-TV's large, rich Pennsylvania area—includes Harrisburg, York, Reading, Lebanon, Lancaster

growing—loyal viewing audience through stimulating local-interest and public service programs, top shows from four networks.

growing—recognition by national and local advertisers . . . that WGAL-TV is the efficient, economical way to reap profitable sales.

Use this ever-increasing sales power to get the most profit for your advertising dollar.

WGAL | Represented by **MEEKER**

AM TV FM | **New York · Chicago · Los Angeles · San Francisco**

closed circuit

PROCTER & GAMBLE, Cincinnati, which spent 71% of its overall budget in radio and TV during 1951-52 season, slated to spend 73% for '53-54 in those media, with increase expected to go into spot TV. No. 1 broadcast advertiser, P & G had budget of $56 million last year. Three and one-half million went into spot TV, 20 million into network TV, 2½ million into spot radio and 14 million into network radio. In 1953-54 budget radio appropriation expected to go down slightly but both network TV and spot TV will increase.

★ ★ ★

NEW PROBLEM confronting national representatives is how far they can logically go in aligning new television stations for national spot representation and still do an effective job. Whereas in radio most lists run from about 25 to just under 50 noncompeting stations, in TV it's thought that the maximum might be around 35. That's because coverage areas in TV generally are larger than in radio (except for clear channels).

★ ★ ★

DOMINANCE of radio-TV pointed up in "secret" study which one company made of 12 competitors in detergent and shortening fields. It shows: 35% of 1952 overall advertising budgets of these 12 advertisers was spent in television, 29% in radio, 22% in newspapers, 10% in magazines, and 4% in other media.

★ ★ ★

PRIMARY inter-connected affiliation agreement reached by CBS-TV with WCAN-TV Milwaukee, effective Sept. 15 [CLOSED CIRCUIT, Aug. 24], is only one in that category so far signed. Interim arrangements, however, have been made with other stations both uhf and vhf where regular radio affiliates have not yet received their TV authorizations.

★ ★ ★

IN RE CBS-TV affiliation policy, Herbert V. Akerberg, station relations vice president for CBS-TV, has this stock response to inquiries: "This is the basis on which we furnish program service to television stations other than our regular affiliates in various markets: If our regular affiliate is unable to carry (either live or on a delayed basis) a particular sponsored program and the advertiser requests an alternate station in that market for that program, then if we are able to make satisfactory arrangements with such alternate station for the broadcasting of that program, we will furnish the program to that station."

★ ★ ★

DORMANT, BUT not dead, is status of issue before FCC on what to do about specialized FM services (functional music, storecasting, transitcasting, etc.) in "beep" class. Pending for many months, plan originally was to hold hearing to determine whether these constitute broadcasting or some other kind of service. But majority feels situation is apparently adjusting itself.

SOURCE of tip to FM stations that there's real chance for revenue in use of FM channels for multiplexing was FCC Comr. George E. Sterling, who's an engineering expert. Comr. Sterling told NARTB's FM Committee at closed luncheon that multiplexing offers rich source of channels for music service and spectrum-starved taxi-utility-industrial (mobile) communications.

★ ★ ★

BECAUSE George B. Storer, president of Storer Broadcasting Co., has been active trader reports persist that he's negotiating when he isn't. Fact that Storer Co. now holds five television and seven radio properties precludes addition of stations in either category without sale of an existing holding. It was ascertained that Mr. Storer last week had conferred with ownership of WATV (TV) Newark but that it was purely preliminary and that nothing approaching definite understanding had been reached.

★ ★ ★

RECORD attendance of NBC Radio Affiliates expected at session scheduled Sept. 17 in Chicago at which Brig. Gen. David Sarnoff will expound on NBC's network future. Secretary-Treasurer Harold Essex (WSJS Winston-Salem) reports 80 commitments as of last week, with likely attendance of 125. Eight-man executive committee of affiliates group meets tomorrow (Tuesday) with NBC brass for preview.

★ ★ ★

FCC THIS week expected to take its first fling at selecting "hardship cities" under its new TV processing procedure. It will set for prompt hearing—irrespective of where they may fall on A and B lists—those cities where longest delays have been encountered and greatest need exists. Also to be considered would be those "strike application" suspects in effort to flush out those who do not seriously intend to prosecute their cases.

★ ★ ★

VITAPIX about to announce signing for 26 features with name stars to be made in Europe for TV by Princess Pictures (Burt Balaban, president). Vitapix board met last weekend in Washington to formalize transaction. Primarily station owned, Vitapix outbid NBC and ABC for features, it's understood. Mr. Balaban is son of Barney Balaban, Paramount Pictures president.

★ ★ ★

WHATEVER happened to Eugene H. Merrill, Utah Democrat who served on FCC on interim basis from Oct. 14, 1952, to last April 15 when John C. Doerfer assumed office? It now develops he is executive officer of Infrastructure Committee of NATO in Paris and is believed to be in line for its chairmanship. Committee is one of NATO logistics groups. Mr. Merrill came to FCC from Defense Production Authority and prior to that had served as communications coordinator with U. S. High Commissioner to Germany.

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LEAD STORY

B•T survey of fall radio business sold to date shows networks will hold own with 1952 and spot will be up 10%. *Page 27*

ADVERTISERS & AGENCIES

Ten national clients buy new time or expand former schedules. *Page 32.*

FACTS & FIGURES

Pulse reveals pilot study to remedy defects in counting uhf audiences. *Page 36.*

TELESTATUS weekly TV set summary. *Page 39.*

Assn. of National Advertisers issues special study on use of radio and TV in cooperative advertising. *Page 42.*

Advertising Research Foundation will release first part of its study of radio-TV rating methods in October. *Page 42.*

FILM

Report revived that RKO will release big film backlog to TV. *Page 46.*

TRADE ASSOCIATIONS

AM and FM committees of NARTB lay plans to expand revenue. *Page 48.*

WAAM (TV) Baltimore will be test station for Advertising Federation of America campaign to heighten public awareness of advertising values. *Page 50.*

Broadcast Advertising Bureau reorganizes committees to give management a boost. *Page 52.*

STATIONS

Daily Oklahoman-Oklahoma City Times starts charging full national advertising rate for station logs. *Page 54.*

B•T's weekly roundup of TV stations going on the air. *Page 56.*

GOVERNMENT

AS FCC's Sept. 8 deadline for filing comment on proposed color system nears, color activity increases. *Page 62.*

FCC's official temporary processing procedure for handling contested TV applications corresponds to advance priority list published by B•T Aug. 24. *Page 64.*

NETWORKS

CBS Radio will describe new double-barreled promotion plan at two-day promotion clinic this week. *Page 68.*

MBS says its new affiliation plan will go into effect Oct. 1; FCC approves it with revisions. *Page 70.*

PERSONNEL RELATIONS

Labor Dept. issues ruling that can save radio-TV stations much in over-time pay. *Page 73.*

FEATURES

How radio-TV boosted used car sales in San Diego. *Page 77.*

How timebuyers should evaluate bigger powers and higher towers in television station competition. *Page 78.*

Summary of merchandising services provided by TV stations and TV networks, based on national survey of Kenyon & Eckhardt. *Page 82.*

FOR THE RECORD

TV station commencement target dates list. *Page 94.*

KFH

Announces

JOHN BLAIR & COMPANY

as National Representative

EFFECTIVE OCT. 1

KFH WICHITA, KANSAS... CBS for 25 Years... 5000 Watts 1330 KC.

On October 1, KFH, Wichita, Kansas, joins the list of radio stations nationally represented by John Blair & Company. KFH, noted for 31 years for its fine public service record, is every advertiser's assurance of dominant penetration of the rich Wichita market, where sales response is matched by high purchasing power.

KFH is a strong selling force because its local area programming is smart, personalized and sales minded. As "The Radio Voice of the Wichita Eagle," KFH is able to offer the finest news coverage and sports services in the area. Coupling its CBS affiliation and outstanding local programs, KFH has for years maintained a leading position, with more audience than the next two stations combined.

If you need a top selling job, you need a station that's been tops for thirty-one years. Call your John Blair man!

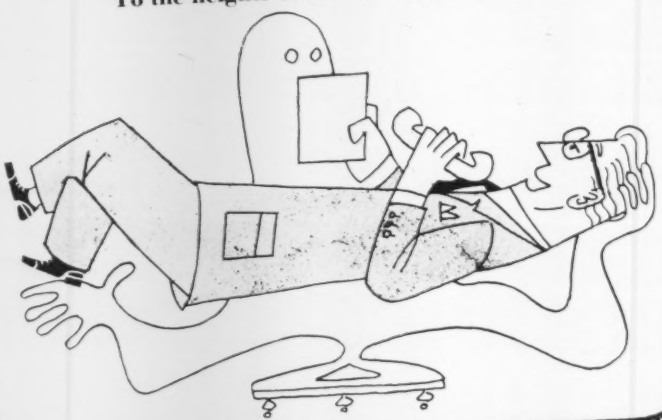
JOHN BLAIR & COMPANY

REPRESENTING LEADING RADIO STATIONS

NEW YORK • BOSTON • CHICAGO
ST. LOUIS • DETROIT • DALLAS
SAN FRANCISCO • LOS ANGELES

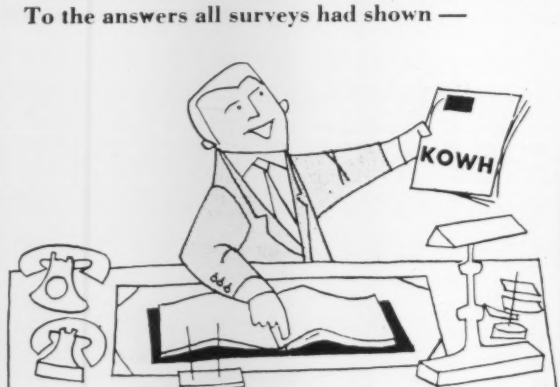
THE MEDIA DIRECTOR

of Smelton and Hector
To the heights of his trade quickly soared.

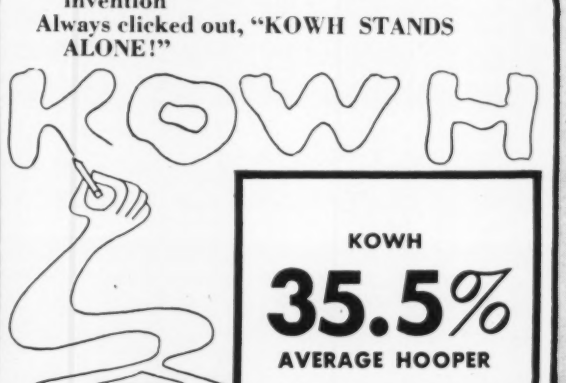


He didn't think much of surveys and such . . .
His tool was a hot Ouija Board!

But from all records kept, the spirits were hep
To the answers all surveys had shown —



When radio was mentioned, the ghostly invention
Always clicked out, "KOWH STANDS ALONE!"



Moral

EVERY GOOD TIME-BUYER KNOWS KOWH HAS THE:

- *Largest total audience of* any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru July, 1953.)
- *Largest share of audience*, of any independent station in America! (July, 1953.)

Kowh
OMAHA

AIMS

"America's Most Listened-to Independent Station"

General Manager, Todd Storz: Represented Nationally By The BOLLING CO.

at deadline

Mutual Goes Ahead With Plan, Target Date Oct. 1

"FAR MORE than a majority" of Mutual's "pay" affiliates have signified acceptance of network's new affiliation contract plan, now scheduled to go into effect Oct. 1 (see earlier story page 70), MBS officials said Friday afternoon. "Pay" stations are only ones whose approval is needed.

While not revealing exact figures, officials said all key-market as well as most other affiliates had indicated they would sign contract amendments which were to go into mails to stations Friday. Of those who still had not accepted, it was felt many had held back pending FCC clearance of contract form or to learn attitude of others, and would now sign up. Any who refuse to sign will continue under old type of operations until expiration of affiliation contract, spokesmen said.

In closed circuit call announcing new plan would become effective Oct. 1, Station Relations Vice President E. M. (Pete) Johnson outlined changes in affiliation contract form as cleared by FCC. "None of these changes in any way alters the basic concept of our proposal," he asserted.

Among changes, which included specification that "reasonable notice" be given affiliates on program changes, was insertion saying that MBS will not permit "schedule B" programs—those provided free by Mutual for local or national spot sale—to be sponsored "by any of the following products and services: Hard liquors, hygienic products of the intimate type, harmful drugs, funeral parlors, morticians, fortune-telling, firearms, fireworks, lotteries, gambling." This replaced provision calling for specific Mutual approval of local sponsor.

Mr. Johnson also noted that, within average five hours per day of network "option" time, stations may sell local announcements in certain MBS programs "when there are no Mutual commercial messages," and that list of such availabilities will be provided to stations by Oct. 1. But all such locally sold commercials in Mutual time "must be immediately removable for network use."

NARTB Plans Agendas For District Meetings

ANNUAL NARTB series of 17 district meetings to feature two-day agendas based on round-table discussions and management forums [CLOSED CIRCUIT, Aug. 10], with schedule to open at Beniamin Franklin Hotel, Seattle. Richard M. Brown, KPOJ Portland, Ore., director of NARTB District 17 (Ore., Wash., Alaska), will formally open series at 9:30 a.m. Sept. 14.

First day agendas, subject to wishes of district directors, include address by NARTB President Harold E. Fellows; report on profitable station operation study by Robert K. Richards, NARTB administrative vice president, at first group of meetings, and by Ralph W. Hardy, vice president, at second series. Vice President Richard P. Doherty will discuss personnel and labor topics.

Lunch session on first day will be followed by government relations review after which delegates will enter wide-open roundtable discussion of station problems.

Second day opens with small market TV clinic occupying most of morning. Lunch will be followed by business meeting. W. D. (Dub) Rogers, KDUB-TV Lubbock, Tex., will conduct TV clinics at Districts 15, 16 and 17; Vernon A. Nolte, WHIZ-TV Zanesville, Ohio, Districts 10, 11, 14; James H. Moore, WSLS-TV Roanoke, Va., Districts 7, 8, 9. Conductors not yet selected for rest of series.

NARTB survey listed following favorite topics for roundtables—payment of salesmen, principles of profitable operation, sales practices, size of staff, lottery laws, developing and controlling personalities, double billing, cost control and budgets, collections, and results of upcoming NARTB news survey.

Messrs. Fellows and Doherty will attend all 17 meetings. Station Relations Dept. will be represented by William K. Treynor, manager, or field men.

BIGGEST WEEK

MORE than million dollars' worth of radio-TV business signed up in five-day period by NBC Spot Sales for NBC o&o stations and other outlets it represents, Thomas B. McFadden, director, announced Friday. Sales were made in five days which ended Friday. "This is the biggest week in terms of sales since the first of the year and we envision even bigger weeks within the next month," Mr. McFadden said.

NARTB Meeting Site Picked

SITE of NARTB District 8 (Ind., Mich.) meeting scheduled Sept. 30-Oct. 1 will be Columbia Club, Indianapolis, NARTB President Harold E. Fellows announced Friday. Stanley R. Pratt, WSOO Sault Ste. Marie, Mich., will preside as district director.

UPCOMING

Sept. 1-3: International Sight & Sound Exposition & Audio Fair, Palmer House, Chicago.

Sept. 5-7: West Virginia Broadcasters Assn. Convention, Greenbrier, White Sulphur Springs.

Sept. 8: Comments due on FCC Notice of Proposed Rule Making for NTSC Color TV Standards.

Sept. 11-12: NARTB TV Code Review Board Meeting, NARTB Headquarters, Washington.

Sept. 14-15 NARTB Dist. 17 Meeting, Benjamin Franklin Hotel, Seattle.

Sept. 16-17: NARTB Dist. 15 Meeting, Mark Hopkins Hotel, San Francisco.

Sept. 17-18: NARTB Dist. 16 Meeting, Statler Hotel, Los Angeles.

For other Upcomings, see page 96

• BUSINESS BRIEFLY

RADIO TIME BUYS • At least two healthy network radio time buys in making Friday. Carnation Milk, through Erwin, Wasey & Co., N. Y., has optioned Mon.-Fri. quarter-hour daytime strip on NBC Radio and is expected to sign this week. (NBC also negotiating with another major advertiser for another quarter-hour strip.) CBS Radio meanwhile expected to sign General Foods this week for sponsorship of *Gunsmoke* (Sat., 8-8:25 p.m.) for its dry cereal, through Foote, Cone & Belding, N. Y., and of *Sanka Salutes* (Sat., 8:25-30 p.m.) for its Sanka coffee, through Young & Rubicam, N. Y.

SEELY TO NAME AGENCY • Seely Mattress will name Weiss & Geller, N. Y. and Chicago, as its advertising agency. Firm's account formerly was handled by Olian Adv., St. Louis and Chicago. Seely will sponsor *Come Back* on ABC-TV, Fridays, 9:30-10 p.m., starting early fall.

TRUSHAY DRIVE • Bristol-Myers, N. Y. (Trushay), through Young & Rubicam, N. Y., preparing radio spot campaign to start Oct. 1 in 25 radio markets.

CAVALIER CAMPAIGN • Cavalier Cigarettes, through William Esty, N. Y., expected to start radio spot announcement campaign in number of markets around Oct. 1.

MAGAZINE TV SPOTS • Pines Publications, N. Y., preparing spot TV campaign to start after Labor Day promoting first issue of *True Stories* magazine. Key cities will be used.

AGENCY NAMED • J. H. Whitney & Co., N. Y., names Kastor, Farrell, Chesley & Clifford, to handle advertising for community antenna television projects.

McCANN TO BATES • Frank McCann, time-buyer, Young & Rubicam, N. Y., expected shortly to join Ted Bates Inc., N. Y., in same capacity.

NATIONAL REALIGNS • National Bohemian Beer, Baltimore, through Kenyon & Eckhardt, N. Y., realigning its television schedule and adding several markets for sponsorship of half-hour wrestling matches.

Great Western Network Formed by Nine Stations

NEW hookup of nine NBC stations in Utah, Idaho and Montana formed with KDYL Salt Lake City as key station. Guaranteed time plan set up, with stations using NBC lines. Representative to be named soon.

Announcement of network made jointly by E. B. Craney, owner of XL Montana stations (KXLF Butte, KXLJ Helena, KXLQ Bozeman, KXLK Great Falls, KXLI Missoula); Henry H. Fletcher, manager of KSEI Pocatello, Idaho; Florence M. Gardner, manager of KTFI Twin Falls, Idaho; Walter E. Wagstaff, manager of KIDO Boise, Idaho, and G. Bennett Larson, president and general manager of KDYL.

W. W. Daynes, formerly of Intermountain Network, named sales manager, and Alvin G. Pack, KDYL, will be director of program operations.

LOOK what happened

when WAGA-TV went to 100,000 watts!

We asked our viewers to let us know how well they were receiving our new 100,000-watt power. Old fringes melted away like cotton candy. Letters poured in from Oxford, Maine, to Chipley, Florida—and the farthest from Minot, North Dakota.

They all said we get you *loud*, *steady*, and *clear*. The map below shows where most of the letters came from—216 counties in five states.

We're not claiming this is the coverage you get when you buy WAGA-TV. But there is this one thing for sure: *within an 80-mile radius of Atlanta, you get solid coverage with no ands, ifs, or buts about it* when you buy WAGA-TV. the CBS-TV station in Atlanta on Channel 5.

TOPS IN ATLANTA*

11 out of the top 16 once-a-week shows.

13% more viewers week days and nights than station "B" — 128% more than station "C" (Monday thru Friday — 9 a.m.-11 p.m.)

More quarter-hour firsts than either other station (Sunday thru Saturday — 9 a.m.-11 p.m.)

**Atlanta Telepulse, July 1953*

NOW 100,000 WATTS

waga-tv

CHANNEL 5 CBS-TV, ATLANTA, GA.

STORER BROADCASTING COMPANY

Represented Nationally by the KATZ AGENCY, Inc.
Tom Harker, V.P. and Nat'l Sales Director, 118 E. 57th St., New York 22
Bob Wood, Midwest National Sales Manager, 230 N. Michigan Ave., Chicago

at deadline

RCA-NBC Color Investment $40 Million by Year's End

BY END of year RCA-NBC will have invested $25 million in color TV research and development and another $15 million will be added to establish color TV commercially, Sylvester L. Weaver, vice chairman of NBC Board, said in report prepared for delivery following NBC's color transmission yesterday (Sunday) of Kukla, Fran & Ollie production of *St. George and the Dragon* [B•T, Aug. 24].

Report covered what NBC has done to get ready for color and what it plans in immediate future looking toward eventual FCC approval of RCA compatible color telecasting standards.

Highlights of report: NBC is preparing its program production schedule for color; will start series of experimental "color premieres" on Sept. 28, designed to give such premiere to each show at rate of one or two per week (pending FCC approval of standards, commercial programs will be given dress rehearsal in color but will be telecast in black-and-white); has put more than 90% of its operating personnel through color indoctrination course; is holding color clinics for advertisers and agencies; is getting Warner Bros. sound stage in Brooklyn, recently acquired by NBC, ready for color to augment facilities at Colonial Theatre, its current color studio; has retained Richard Day, six-time Motion Picture Academy award winner, as color consultant to network.

NBC plans to colorcast Tournament of Roses Parade preceding Rose Bowl football game on New Year's Day; already has received signed color agreements, including agreements to order color equipment, from 55 NBC affiliates; has converted 300-seat Bijou Theatre in New York for projection of colorcasts on movie-size screen and will use it to demonstrate color to public as well as trade.

Special showing of NBC color program to mass audience is slated Sept. 21-22, with half-hour show to be piped from Colonial Theatre in New York to annual convention of Assn. of National Advertisers in Chicago (show will include sample commercials in color). Additionally, opera broadcast in color is set for October.

Mr. Weaver estimated first color sets of 14-inch picture size will cost $800 to $1,000, noted that "quantity production" of color sets cannot be achieved "for many months after FCC approval," and said "there is no reason why anybody should hesitate" to buy black-and-white set now or in futures, in view of compatibility of proposed color system.

He said NBC has established color producing unit to speed color conversion of its black-and-white TV schedule. Within six months, he continued, network plans to be originating some major shows in color from Hollywood and Chicago as well as New York, and soon thereafter from other points. One color TV mobile unit is near completion and others are on order, to permit colorcasting of special events "ranging from football games to the New Orleans Mardi Gras," his report asserted.

NBC has broadcast several regular sustaining shows in color in last few months, but yesterday's was first to be publicly announced as such.

LEGION AWARDS

THREE programs on ABC radio, two on NBC-TV and one on CBS-TV were announced Friday as winners of 1953 "Mike" awards of American Legion Auxiliary, based on nation-wide poll of almost million auxiliary members. Winners in patriotic dramatic category were *Mr. President* (ABC) in radio and *Cavalcade of America* (NBC) in television. Among variety shows, winners were *Breakfast Club* (ABC) in radio and *Arthur Godfrey and His Friends* (CBS-TV) in television. Honored as "most wholesome children's programs" were *Lone Ranger* (ABC) in radio and *Ding Dong School* (NBC) in television.

Four Sales Executives Added by NBC Radio Network

EXPANSION of NBC Radio network sales Dept. through addition of four sales executives, bringing department total to 12, announced Friday by Frederic L. Horton, radio network sales director. New appointees: John Birge, former J. Walter Thompson Co. account executive on NBC, RCA Victor Records, and RCA institutional advertising, who has had 26 years in advertising and sales; James H. Fuller, Young & Rubicam account executive, formerly with *McCalls* for seven years; John Doscher, formerly on ABC sales staff, and Jack H. Mann, formerly of local sales staff of NBC-owned WNBT (TV) N. Y.

WGBI-TV Petition

WGBI-TV Scranton, Pa., petitioned FCC Friday to dismiss application for assignment of permit from Scranton Bestrs. Inc. (WGBI) to MCL Corp., one-third owned each by Scranton Bestrs., Meco Realty Co. and Edward and Elizabeth Lynett, owners of Scranton *Times* (WQAN). Applicants said since FCC requires hearing on possible lessening of competition between WGBI and WQAN despite contentions of parties to contrary, parties feel further prosecution of transfer "is not justified, nor would it serve any good purpose."

3-Year License Supported

SUPPORT of FCC's three-year license plan for TV stations was filed with Commission by WTOP-TV Washington and WMBR-TV Jacksonville, Fla. Additional new supporters are KLZ-TV Denver and Storer Broadcasting Co., multiple-TV station operator. Comments on plan, announced in July [B•T, July 27], are due at FCC Tuesday.

Applications Dismissed

TWO TV applications dismissed Friday. South Texas TV Co. gave up vhf Ch. 13 bid at Houston as three principals take stock in Houston Area TV Co. Four other Ch. 13 bids still pend. U. of Miami, Oxford, Ohio, dropped educational application for reserved uhf Ch. 14 pending acquisition of sufficient TV funds.

PEOPLE

JAMES W. ANDREWS, formerly sales and assistant general manager for SOS Co., appointed sales-advertising manager for Kool-Aid, division of Perkins Products Co., General Foods subsidiary.

ARTHUR F. VINSON elected vice president of General Electric Co. in charge of manufacturing and general manager of manufacturing services division. He succeeds **NICHOLAS M. DU CHEMIN,** who assumes special assignments for president, Ralph J. Cordiner.

EDWARD LAMB, licensee of WICU (TV) Erie and WMAC-TV Massillon, Ohio, appointed member of Democratic National Committee's advisory committee.

JAMES P. HENSLEY, account executive with KNX Los Angeles-Columbia Pacific Radio Network sales department, named account executive in CBS Radio Spot Sales office in San Francisco. He joined CBS-owned KNX in 1952.

TED JOSEPH, account executive, Foote, Cone & Belding International Div., named vice president of agency. He will be in charge of Watchmaker of Switzerland account's U. S. advertising campaigns and will act as coordinator of all advertising activities of Swiss Federation of Watch Manufacturers handled out of agency's N. Y. office.

DAN THOMPSON, radio-TV director, National Safety Council, commissioned Kentucky Colonel on staff of Lawrence W. Wetherby, Governor of Kentucky. He was honored for "life-saving efforts since 1942 as director of radio and TV" for council.

FRANK RUBEL, formerly executive officer of Wometco Theatres (licensee of WTVJ [TV] Miami), appointed general manager of Cedar Rapids Television Co., permittee for vhf Ch. 9.

JAMES T. MURPHY appointed division manager of TV-radio for Philco Corp.'s newly reopened Washington, D. C., sales office.

PHILIP KATZEC, Ruthrauff & Ryan, Hollywood, to BBDO, Hollywood, in radio-TV department.

THEODORE H. COOK JR., who formerly worked on development of color TV receivers and studio equipment at RCA Labs, appointed senior electronic engineer for CBS-Columbia, TV set manufacturing subsidiary of CBS.

Protest KSTL Power Boost

THREE stations filed protests of power increase to KSTL St. Louis, 1 kw daytimer on 690 kc authorized to boost to 10 kw daytime directional. Alleging interference and asking hearing are WMPS Memphis, Tenn. (680 kc, 10 kw day, 5 kw night); KGGF Coffeyville, Kan. (690 kc, 10 kw day, 5 kw night, DA-DN); and WVOK Birmingham, Ala. (690 kc, 50 kw day, directional).

18 ABC Co-Op Programs

EIGHTEEN co-op programs, representing "record total" of 20 hours 10 minutes of co-operative radio programming per week, being made available to ABC Radio's 363 affiliated stations in new fall schedule, network is announcing today (Monday).

RCA Shipments

RCA Victor announced Friday shipment of one 25 kw and two 10 kw vhf transmitters, WCIA (TV) Champaign, Ill., vhf Ch. 3, will get 25 kw unit; KCBD-TV Lubbock, Tex., vhf Ch. 11, and KTSM-TV El Paso, Tex., vhf Ch. 9, will get 10 kw units.

man of many facets!

Versatile as a one-man band, Joe Reichman combines his talents as showman, pianist, recording star and personality to produce one of the most sparkling radio shows on the air.

● Emceed by anyone but Joe the Showman, the Reichman shows would be little more than slick disc jockery. "Pagliacci of the Piano" Reichman's music, effervescent personality, his inimitable wit and limitless store of recollections born of many years as a big name band leader blend a potent entertainment potion that charms his audiences.

● The Reichman manifold personality charms his guests as well. To the many headline stars who appear on Reichman's shows, doing a show with Joe is a delightful busman's holiday.

● The Reichman touch accrues to commercials. Response throughout the big WFAA-dominated Southwest keeps sponsors, too, under the Reichman spell. You'll want to ask a Petry man about availabilities.

THE Joe Reichman SHOWS . . .
SUNDAYS • MONDAYS • WEEKDAYS

WFAA
820 • 570
50,000 WATTS 5000 WATTS
DALLAS
NBC • ABC • TQN

ALEX KEESE, Station Manager
EDWARD PETRY & COMPANY, Natl. Representatives
RADIO SERVICE OF THE DALLAS MORNING NEWS

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications, Inc.

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BUREAUS

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BUSINESS: Winfield R. Levi, *Sales Manager;* Eleanor R. Manning, *Sales Service Manager;* Kenneth Cowan, *Eastern Sales Manager;* Dorothy Munster.

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John Osbon, *News Editor.*

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
David Glickman, *West Coast Manager;* Leo Kovner, Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, Empire 4-0775. James Montagnes.

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*Reg. U.S. Patent Office

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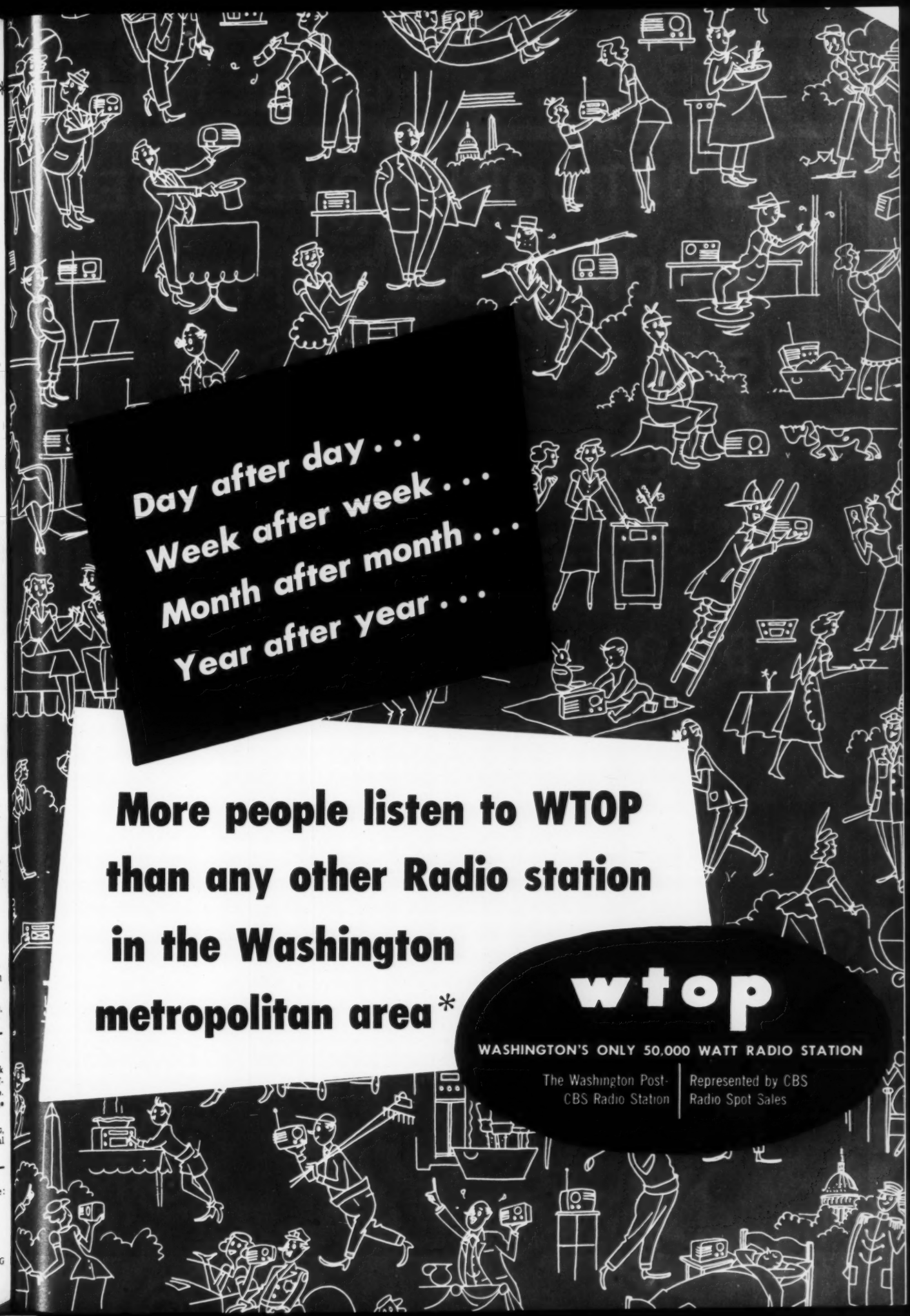
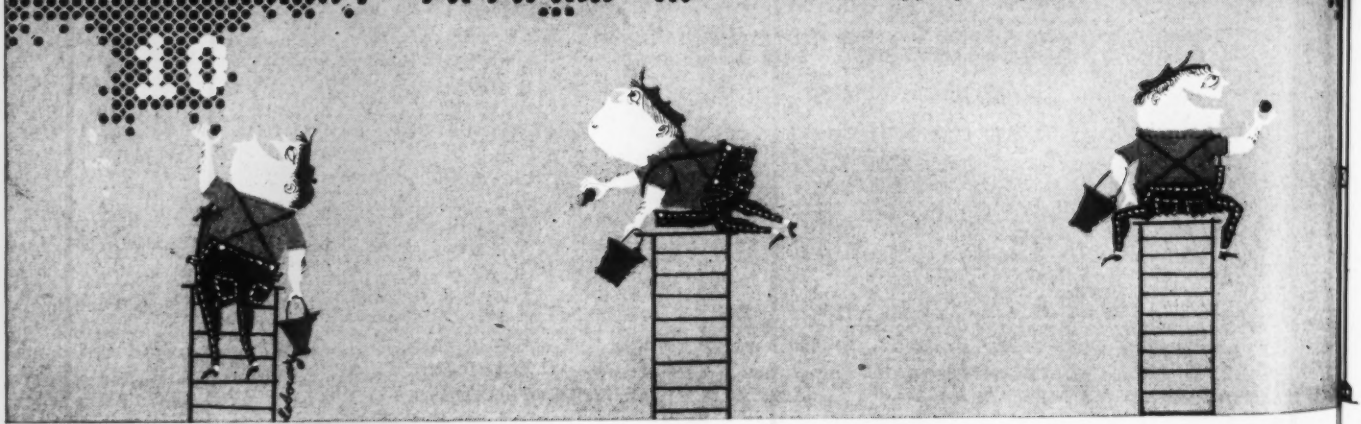

Day after day . . .
Week after week . . .
Month after month . . .
Year after year . . .
More people listen to WTOP
than any other Radio station
in the Washington
metropolitan area*
wtop
WASHINGTON'S ONLY 50,000 WATT RADIO STATION
The Washington Post-
CBS Radio Station
Represented by CBS
Radio Spot Sales

—NBC IS AMERICA'S

1. NETWORK COVERAGE
2. HOMES DELIVERED
3. TOP PROGRAMS
4. ADVERTISER ACCEPTANCE
5. BIGGER AUDIENCE LEAD
6. COST PER 1,000
7. HOURLY RATINGS
8. PROGRAM TYPES
9. NIGHTLY ADVANTAGE



A'S NO. 1 NETWORK—

➡ 9

NBC-TV programs rate highest five nights a week

At night, when viewing is at a peak, NBC consistently delivers the largest audiences in television.

In five out of the seven nights of the week during NBC network option time, NBC shows reach the largest audience average. And on each of the five nights NBC has the highest rated show.*

Here is NBC's score:

Nights	Highest Rated Show
Sunday	Colgate Comedy Hour
Tuesday	Star Theatre
Thursday	Dragnet
Friday	Gillette Cavalcade of Sports
Saturday	All Star Revue

NBC's audience strength is maintained throughout most nights of the week, rather than concentrated on one or two nights. Advertisers recognize NBC's great nightly advantage: their advertising investment on NBC is greater than on any other network. Proof once again that **NBC is America's No. 1 Network.**

Next week . . . further proof.

NBC's Audience Advantage is to Your Advantage . . . Use It.

NBC TELEVISION

a service of Radio Corporation of America

SOURCES: *Nielsen Television Index, January-April, 1953 Averages.*

NOTE: *The accuracy of the above data has been verified by the A. C. Nielsen Company.*

**7:30-10:30 PM*

IN REVIEW

PERRY COMO SHOW

Network: CBS-TV
Time: Mon., Wed. & Fri., 7:45-8:00 p.m. EDT
Star: Perry Como
Producer: Lee Coley
Director: Ib Melchior
Announcer: Dick Stark
Musical Arrangements: Mitchell Ayres Orchestra
Sponsor: Liggett & Myers Tobacco Co.
Agency: Cunningham & Walsh

DESPITE continuing high temperatures which no doubt will sustain the summer mood for the next few weeks, evidence of fall is beginning to be seen through the eye of the TV camera. The traditional hiatus season is nearing its end, a comforting thought for those who have watched as many hackneyed panel, quiz and replacement drama shows as they care to witness for at least the next full calendar year.

Generally speaking, quality programming and production during the last few months apparently have been vacationing too. Occasional replacement programs showed signs of professional handling.

Such a program was *TV Top Tunes*, the Helen O'Connel-Bob Eberly offering which replaced the *Perry Como Show* thrice weekly on CBS-TV. In format it was much like its predecessor and came off as well because it too was in capable hands. Both Miss O'Connel and Mr. Eberly are still the zestful, talented singers they were when they made collectors' items out of such records as "Green Eyes" and "Tangerine." They have provided some refreshing moments for Como fans in his absence and undoubtedly departed the air with many of their own when he returned with his own show last Monday.

The Como company, leading the parade of entertainers due to return to TV in the next month or two, was in fine form for the first show of the new season. Mr. Como, whose songs highlight each telecast, knows his way around a TV setting as well as he does around current musical hits. He has successfully combined his natural, effortless song style with a poise and self-assurance before the cameras not always found among his contemporaries.

Featured on the Como show are the Fontaine Sisters. The performers on the *Perry Como Show* are well supported by pleasant orchestration and show up to their best advantage thanks to a director who stages his production in attractive sets and treats performers like people rather than props.

STRIKE IT RICH

Network: CBS-TV
Sponsor: Colgate-Palmolive-Peet
Time: Mon. through Fri., 11:30 a.m.-12 noon EDT and Wed., 9:00-9:30 p.m. EDT
Packaged by Walt Framer Productions
Producer: Walt Framer
Associate Producer: Joe Gottlieb
Director: Paul Alter
Technical Supervisor: Mitchell Johnson
Announcer: Ralph Paul
Star: Warren Hull

FOR several years *Strike It Rich* has been thriving on misfortune. Six times a week it parades the ill, the impoverished and the woebegone before the camera and rewards them with charities in exchange for their last ounce of self-esteem.

The fact that the program commands an audience of commercially significant size is both a criticism of the morbidness that afflicts too many people and of the network and sponsor that pander to it. *Strike It Rich* exists only because it engages in that most depressing

Talk about stimulants

If your sales in Columbus are beginning to "freeze", WLW-C has the stimulant you need.

It's more than television time, talent and programs.

WLW-C sparks your advertising with a necessary *plus*—exclusive client service. Yes, WLW-C provides 20 distinct merchandising, promotion and publicity services that exploit your sales message in the field.

And in Columbus—heart of the rich, midwestern market—*only* WLW-C provides this important *sales stimulant!*

first in central ohio WLW-C

CROSLEY BROADCASTING CORPORATION

EXCLUSIVE SALES OFFICES: NEW YORK ○ CINCINNATI ○ DAYTON ○ COLUMBUS ○ CHICAGO ○ ATLANTA ○ HOLLYWOOD

of all ways to make a buck—exploitation of human suffering.

Strike It Rich is a quiz show. Prerequisite to getting a crack at the jackpot is a personal tragedy of some sort.

People whose problems are sufficiently calamitous to justify their appearance on the show are interviewed by Warren Hull, an m.c. who can keep right on smiling through the tears. They tell their sad stories, answer a few questions and walk off with money, courtesy of Colgate-Palmolive-Peet and any sympathetic viewers who care to make a donation.

The Aug. 26 telecast gave a fair cross-section of the unhappy predicaments on which *Strike it Rich* feeds. There was the tearful mother in desperate need of funds to keep her 11-year old daughter, a cerebral palsy victim, in a special school. In case her plight, which also included an errant husband and a little boy she couldn't take care of, didn't move the most stoic observer, pictures of her daughter were flashed on the screen. A penniless veteran, just released from the hospital was on hand to strike it rich so that he might join his son, now in the Army stationed in a western state. The train ticket could be purchased for $63, he said. Mr Hull in a wild moment of generosity handed over $125.

To accommodate those persons too feeble or impoverished to make it to the studio, a "Helping Hand" gimmick has been devised by the idea men on the series. On each program, a different celebrity answers questions for a needy case who wishes to strike it rich *in absentia*.

The program is a classic example of pseudo-humanitarianism without excuse or merit. Whatever good it may claim to accomplish is thoroughly negated by the manner in which it is brought about. If cash is really burning this big a hole in the Colgate-Palmolive-Peet pocket, a less ostentatious way of distributing it certainly can be found.

ask your KATZ man

about TIME AVAILABILITIES FOR GREATER SALES POTENTIAL in the Multibillion-Dollar Denver area Market through . . .

KLZ-TV CHANNEL 7

On the Air November 1st

WITH antenna rising 2380 feet above mile-high Denver.

WITH eventual full-authorized power of 316,000 watts.

WITH full schedule of CBS Television shows.

WITH top local programming . . . bright original productions.

WITH the finest, most complete TV operation in the Rocky Mountain area.

There are KATZ representatives located in cities throughout the U. S. Your KATZ man will be calling on you, or will be glad to have you contact him about Denver's top buy in TV . . . KLZ-TV.

CBS TELEVISION

KLZ-TV DENVER

ALADDIN RADIO AND TELEVISION, INC.

OPEN MIKE

Real Public Service

EDITOR:

Over and over again children are being killed by abandoned iceboxes in spite of [warning] news stories, and I believe state laws here and there. . . . The deaths of 11 youngsters in two days in three widely separated states are almost incredible.

Radio and television stations, especially in towns and small cities, are probably the *only* media that could make instant and insistent announcements, urging that discarded iceboxes be searched the minute reports of missing children are received.

And who knows but what such warnings might not only save individual lives, but educate the discarders of these frightful menaces too.

Frank Silvernail
Head Timebuyer
BBDO, New York

Post-War Radio Production

EDITOR:

Will you grant us permission to reproduce in its entirety page 39 of the Aug. 17 edition of B•T? We, of course, will give B•T full credits. It's a potent answer to some of the know-it-alls who say . . . "Who listens to the radio anymore." We'll be happy to present them with your facts.

Robert R. Whitely
Promotion Director
KPOJ-AM-FM Portland, Ore.

[EDITOR'S NOTE: Permission granted. The page contained a B•T analysis of post-war radio set production, showing that more than 110 million sets have been made since World War II.]

EDITOR:

For over five years I have faithfully read your publication from cover to cover every week. This week [Aug. 17] I received my biggest disappointment after reading your front page story on post-war radio production. It told about home radios, clock radios, portable radios, auto radios, television, radios—radios in 48 states, but not one single word on FM radios that would help us. Have a heart. When you write a story, how about all of the story, including figures for FM production, too. I'm sure you can afford one more paragraph saying how many FM sets were built. How about it?

Ray Torian
Manager
KNOB (FM) Long Beach, Calif.

[EDITOR'S NOTE. There are no accurate figures available anywhere showing the number of FM-only receivers or the number of FM tuners. The B•T article was designed to show the number of aural radio receivers turned out since World War II. Had figures been available on FM-only sets and tuners, they would have been added to the 110 million postwar sets. The 110-million figure included AM and/or FM receivers plus TV sets containing tuners for the FM band. B•T has regularly published monthly and annual Radio-Electronics-TV Mfrs. Assn. data showing number of radio and TV sets ever since collection of such data was started, but RETMA has no figures on total postwar FM production. John H. Smith Jr., director of the NARTB FM Dept., says best estimates place AM circulation at around nine million sets.]

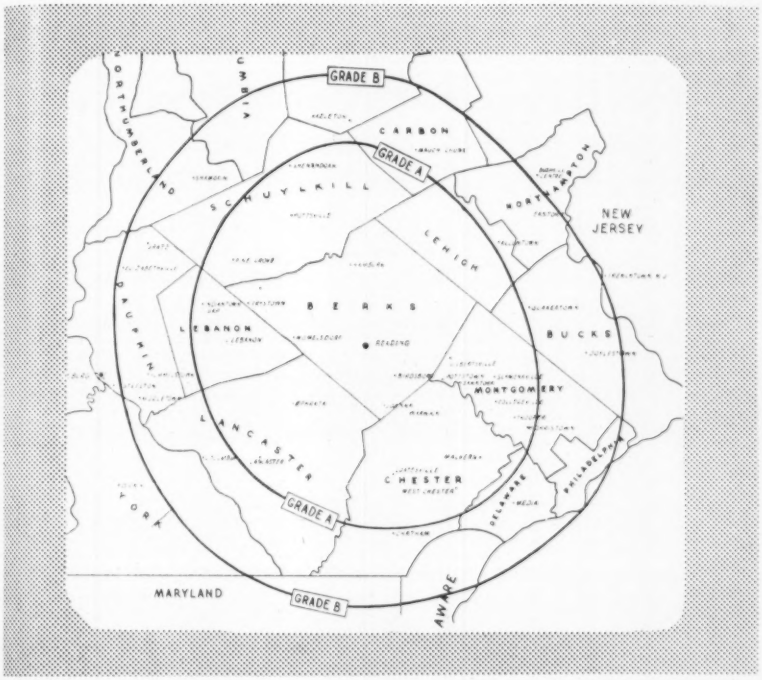
Ready To Scream

EDITOR:

. . . For the past year we have been working with the distributors trying to arrive at a plan for getting accurate figures on conversions to uhf and breaking set sales down into the number equipped to receive the uhf stations which will be operating in Milwaukee, and another figure for those limited to vhf. We have come to the conclusion that it will never be possible to get an accurate figure representing sets

No More Blue Sky!

AT LAST—A CLEAR PICTURE
OF COVERAGE
in the GREAT READING MARKET



WEEU-TV
CHANNEL 33

NOW OPERATING
WITH FULL POWER

165,000
WATTS (ERP)

ONE OF AMERICA'S "HIGH SPOT" AREAS

Reading: Rated by Sales Management as a "preferred" city; third industrial city in the state; 74th Metropolitan Area . . . with a per capita income 10% higher than national average.
Grade A Area: Population 1,239,000; Retail sales, $1,113,000,000 (estimated).

GOOD NEWS FOR ADVERTISERS

Gone are the herringbones of doubt . . . the snow of confusion. Now you can appraise Eastern Pennsylvania in the light of reality. WEEU-TV's power boost now enables you to define the Reading market on a practical coverage basis . . . and to reach ALL of it, at the lowest cost, with the ONE station built to serve it.

ENGINEERED FOR DOMINANCE

With the newest G.E. 12 kw transmitter . . . and a specially-designed, electronically-tilted antenna. Broadcasting from the top of Mt. Penn, two miles from Reading—the site which engineering research showed was best to cover the READING MARKET.

PROGRAMMED FOR DOMINANCE

Top NBC and ABC network shows; the most diversified schedule of local programs . . . from Reading's only downtown TV studios; the ZIV and MPTV libraries, exclusive in the market. All backed up by the greatest amount of paid program promotion in the area.

NBC channel 33 ABC
WEEU-TV

Thomas E. Martin, Exec. V.P., Gen. Mgr.
Ewart M. Blain, Dir. of Sales

NATIONAL REPRESENTATIVES:
HEADLEY-REED TV
Television Station Representatives

Algy writes to:

Mr. Curt Peterson
Marschalk & Pratt, Inc.
New York City

Dere Curt:
Watch out fer more sales of your Esso gas down here in W. Va. Our station is getting started agin with Th' Old Farm Hour which was suspendid durin th' war.

Now we're gonna hav a big show evry Fri. nite with thousands of folks from all around here fillin' up theyre cars with Esso and headin' down fer th' show.

Our first show was last Fri. nite with Cowboy Copas. This week we're gettin' Stoney Cooper. Things are rilly happenin' down here at WCHS with 5,000 on 580.

Yrs.

Algy

WCHS

580 KC | 5000 WATTS

CHARLESTON

The Tierney Co.

CBS RADIO • THE BRANHAM CO.

West Virginia's Leading Advertising Medium

capable of tuning in the uhf stations, as converters do not go through the regular distributor's hands. Many dealers buy converters direct from the converter manufacturers. While the distributors might be able to break down their sales into vhf only and vhf-uhf combination sales, this would not result in a true figure because many of the vhf only sets leave the distributor and probably wind up in the owner's home equipped with the necessary strip or convertor.

I am writing to you because there will be three uhf stations operating here within the next several months and I am anxious to get your thinking as to what kind of figures you are going to use in the uhf column in your monthly figures. Most certainly if they are going to be dependent upon the guesses of the operators of the stations they are not going to represent a true picture. That has been evident in the vhf figures in a number of instances around the country. . . .

We, for one, having listened to the claims that around here in Milwaukee are going to scream our heads off to anyone just taking the other fellow's guess. We are going to scream because we have spent a year investigating the problem of securing accurate figures.

Walter J. Damm,
Vice President and General Manager
WTMJ-AM-TV Milwaukee

[EDITOR'S NOTE: As has been its practice in all TV cities, B•T's Telestatus will use uhf figures submitted in sworn affidavits by uhf stations in Milwaukee. The use of affidavits generally discourages wild guessing.]

Offer Stands

EDITOR:

I notice on page 106 of your Aug. 10 issue, under the heading "Education," an article with the headline, "Stations Assist Educational TV Groups." Mention is made herein of a number of stations offering assistance, but I find that the offer officially made to the Mayor's Committee for Educational Television of North Carolina by WSOC offering land and tower facilities was not included. This offer was made some time ago and is still standing and has been officially acknowledged.

E. J. Gluck
President-General Manager
WSOC Charlotte

Satellites

EDITOR:

I have read with a great deal of interest your story in [the Aug. 24] issue of BROADCASTING • TELECASTING covering Representative Bush's speech in the House on the Sylvania satellite proposal. I think your story covers the issue quite well.

In its report to the FCC, WSM Inc. pointed out the fact that the booster system is only one of several systems which might be used in spreading television to the small towns. Each of the systems has limitations as well as merit. The WSM-TV booster system is not considered competitive with the Sylvania booster system and for that reason I cannot understand the attitude taken by Representative Bush. Apparently he has felt it necessary to make gratuitous remarks concerning WSM's experiments.

We are of the opinion that it is high time that the Commission hold a general hearing on the subject of boosters and satellite stations and we believe that this hearing, if held, will show that there is need for several types. The WSM-TV booster remains the cheapest system from the point of view of the viewer since it is not necessary for him to install an expensive antenna, buy service from a cable, or purchase a uhf adapter. He simply turns his standard vhf to our Channel 4 and up comes the picture . . .

John H. DeWitt Jr.
President
WSM-AM-TV Nashville

Editorial Comment

EDITOR:

My attention has been called to a so-called editorial appearing in [the July 27] issue of your esteemed journal, entitled "Roll Call of the Broadcast-Baiters." In this snarl, you briefly seek to hold up to contempt the active members of an organization, (NAFBRAT), who are sufficiently public spirited to spend many weekly hours in systematically observing and commenting upon what our television broadcasters see fit to feed out for the adult and children audiences, by day and by night.

Any self-respecting person who will thus deliberately punish herself by watching hour after hour, day by day, the television programs that are persistently contaminating our pure ether, in the interest of their eventual betterment for the sakes of our children, is deserving of a martyr's commendation—not sneering ridicule.

The tone and import of your editorial, sir, are wholly unworthy of your esteemed publication.

Lee de Forest
Los Angeles

Helping Hand

EDITOR:

I want to take this opportunity to thank you for the extremely valuable material you made available to the students attending the Stanford-NBC Radio Television Institute. We have had many fine comments from those receiving the information.

Again, we certainly appreciate your wonderful cooperation. It helped to make this year's institute one of our best.

George Greaves
General Manager
KNBC-AM-FM San Francisco

Archaic Word

EDITOR:

Please permit me to commend the progressive-thinking of Mr. Earle Fletcher of KXOL Fort Worth, Texas, for "firing" his "announcers" and "rehiring" them as "air salesmen," as reported on page 88 in your Aug. 24 issue.

The term "announcer" no longer applies to modern radio's real, professional salesmen. Their duties demand more mental gymnastics and much more actual work than the term "announcer" implies.

Here's hoping many other station managers become equally enlightened.

Frank Lokey
WRDW Augusta, Ga.

52 Stations in Ithaca

EDITOR:

After reading "The Rhombic Record" and "Yag's Bag" [OPEN MIKE, July 20, Aug. 10] I couldn't resist sending in my record. Using a 10-element Yagi cut to Ch. 6 on a Tenna-Rotor, I have logged 52 stations over a two-year period. This includes three calls from Havana, Cuba. I have logged stations from three countries and 20 states. I would be glad to hear from anybody who can equal or surpass my record.

Robert B. Cooper
Ithaca, N. Y.

BUTTE... *iful*

BUTTE
AMERICA'S RICHEST SECONDARY MARKET

a BUTTE *of a Test Market!*
NOW HAS

a BUTTE *of a Television Station!*
KXLF-TV6

with

a BUTTE *of a Rate! ($100 Hour for Time and Facilities)*

a BUTTE *of a Buy! (20% Savings with other XL Stations)*

a BUTTE *of a Network (NBC-DuMont)*

MONTANA'S FIRST!
On The Air August 14th 1953

The **XL** *Stations*
PACIFIC NORTHWEST BROADCASTERS

☆

THE WALKER COMPANY

SEATTLE, WASHINGTON
Jones Building
MUtual 3377

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116 New Montgomery St.
EXbrook 2-8033

HOLLYWOOD 28, CALIF.
6381 Hollywood Blvd.
Hollywood 9-5408

MINNEAPOLIS 2, MINN.
1687 N.W. Nat. Bank Bldg.
GEneva 9631

NEW YORK 17, N. Y.
347 Madison Avenue
Murrayhill 3-5830

CHICAGO 1, ILLINOIS
360 North Michigan
Andover 3-5771

there's new
activity
in the
HOUSTON
MARKET
since
K-nuz TV
Channel 39
introduced the
SQUARE
DEAL
rate card

Get every ounce of results for each dollar placed on K-nuz TV — and complete cost per thousand protection on a fair and square basis. The SQUARE DEAL Rate Card charges only rates that can be justified by actual sets in the market!

be a '39er

Join the rush of agencies and advertisers buying K-nuz TV and paying only for what K-nuz TV can deliver.

Write for the SQUARE DEAL Rate Card today!

DAVE MORRIS, Vice Pres.-Gen'l Mgr.
FORJOE TV, National Representative

our respects

to COL. JOSEPH HARVEY LONG

EIGHTEEN years before Guglielmo Marconi flashed the first wireless message across the English Channel in 1899, an 18-year-old printer left Wheeling, W. Va., and the *Sunday Leader*, for Erie, Pa., where he sought employment with the *Erie Dispatch*.

In his pocket was a letter of recommendation given to him by a friend. A sentence read: "He needs no overseer, but may be trusted to do his work as well without."

Col. Joseph Harvey Long, who in 1953 treasures this letter among others, got the job.

A week ago Sunday (Aug. 23), WSAZ-AM-TV Huntington, W. Va., held open house for the stations' new $500,000 radio-television home at 201 Ninth St.

The printer and his letter and the modernized radio-TV building are events in the career of Col. Long, who celebrated his 90th birthday last May. They mark the beginning and the flowering of an energy and foresightedness nurtured in the newspaper publishing-broadcasting businesses.

Col. Long bought the *Huntington Herald* in 1893, sold it later and purchased *The Advertiser* in the same city. His Huntington Publishing Co. owns radio and television properties. WSAZ made its debut Oct. 16, 1923, and WSAZ-TV arrived in the Tri-State area Oct. 14, 1949. The TV outlet has the distinction of being the only operating station in the state. Col. Long is president of WSAZ Inc., the radio-TV subsidiary of the publishing firm.

Col. Long has roots in the rustic, barefoot tradition of the people who pioneered the U. S. He was born on May 21, 1863, the son of Edward Christian Long and Sarah Roebuck Long, both descendants of immigrants from the German Palatinate in Colonial times. They lived at a village near Lebanon, Pa.

When Col. Long was in his teens, his family moved to Pittsburgh. At this point, young Joseph Long was engaged in printing visiting cards with a toy press and meager equipment.

His first opportunity in the printing trade was with the *Leader*, followed by the *Dispatch*. In 1855 he began his step up by taking charge of the mechanical departments of the *Wheeling Register*. In 1891, he and Herschel C. Ogden founded the *Wheeling News*.

Two years later, Col. Long, with typical foresight, saw new opportunity in a growing town—Huntington—and in 1893 made his first purchase of a newspaper plant.

At WSAZ Inc., executives and staff take pride in pointing to the stations' activities in community affairs. This falls into the pattern begun many years ago by Col. Long in the personal endeavors, civic, industrial and political interests which he maintains today.

His civic record is impressive. He was a Huntington postmaster 1916-21; a member of a state commission that in 1924 studied and proposed reforms in the state's tax laws; for more than 10 years he was chairman of a good roads committee of the Chamber of Commerce; in 1936 he was elected president of the chamber and was re-elected for four more terms; he was active in building the city's flood wall; in raising bond issues for school improvements, and in the growth of Marshall College in Huntington. He also is former vice president-director of the Huntington Symphony Assn.

Col. Long busied himself in the campaign of Franklin D. Roosevelt in 1932 and was elected a delegate to the Democratic National Convention. In 1952 he supported Eisenhower.

In the news field, Col. Long has been a member of the AP since 1895 and was elected president of the West Virginia Publishers' Assn. in 1950. He is known as the "daddy" of the United High School Press.

Col. Long is a director of the First Huntington National Bank, a director of the Ohio Valley Bus Co. and influential in still other business and civic groups.

His wife, the former Cora Thompson, died in 1944. Two sons, Walker Long, who is secretary, and Edward H. Long, treasurer, are officers of WSAZ Inc. Lawrence H. (Bud) Rogers, vice president and general manager of the stations, is a grandson-in-law.

The WSAZ stations serve a four-market area —Huntington, Charleston, Ironton (Ohio), and Ashland (Ky.). Papers published are the morning and afternoon *Herald-Dispatch* and *Advertiser*.

At 90, Col. Long took an active part and interest in the construction of the station's new home, a remodeled old warehouse with latest and the most complete equipment. Col. Long's past experience with mechanical devices has been stretched to the field of electronics. And now that he has nursed along the radio-TV building he is looking ahead to construction of a new plant for his newspapers.

WSAZ Inc.'s new center is a showpiece in the Mountain State. The stations occupy two floors with the third to be used for storage. A 3,000 sq. ft. studio for TV (can be used also for AM) can handle autos or small trucks. There are two AM studios; control rooms; film and news rooms, and many other features in addition to a whole floor devoted to administrative offices and engineering developments.

Throughout the building's renovation, Col. Long was active in taking responsibility for construction and equipment installation.

Along this inspirational planning path set by the top executive, WSAZ-AM-TV's operations have moved with practical and profitable success. WSAZ-AM is on 930 kc with 5 kw daytime and 1 kw directional at night. WSAZ-TV last year completed a $300,000 switch from Ch. 5 to Ch. 3 with a power increase from 16.8 to 84 kw. Last May, it ordered a "super height" antenna with a mast 1,000 feet and an antenna 102 feet—in all, 62 feet taller than New York's Chrysler Bldg.

For the future, WSAZ-TV has become a member of the NBC Color TV Network and has ordered compatible color TV equipment.

5,000 Daily Round Trips —Non-Stop RADIO

The 5,000th consecutive broadcast of THE 400 HOUR was heard this week, marking another milestone in Chicago radio. And, of course, it was heard on Station WMAQ, Chicago's pioneer radio station which has been creating and developing broadcasting techniques and establishing industry records for more than 30 years.

THE 400 HOUR, sponsored continuously on Station WMAQ by the Chicago and North Western Railway for almost 17 years, is a Chicago institution. Its presentation, Mondays through Fridays, of the finest in classical and semi-classical music has made it a breakfast-time listening habit for millions of Chicagoans and Middle Westerners. Interspersed with Brahms and Beethoven is pleasant chatter by Pat Gallicchio about time, weather, public service—and the C&NW.

Every broadcast in this long association is another example of how Station WMAQ continuously offers its advertisers a loyal, responsive audience.

NBC RADIO

Quality Programming
Quality Station
Quality Audience

WMAQ CHICAGO

REPRESENTED BY NBC SPOT SALES

First TV in Maine's

First Market

WPMT

CHANNEL 53

PORTLAND

MAINE

ON THE AIR . . . August 30, 1953

COMING SOON

WLAM-TV

LEWISTON, MAINE

on the air about DEC. 1, 1953

Special Combination Rates Available

CBS • NBC • ABC • DuMONT

Interconnected

Rep. Nationally by **EVERETT–McKINNEY**

NEW ENGLAND *by Ketell-Carter*

Jeanne Sullivan

on all accounts

JEANNE SULLIVAN, timebuyer for Wyatt & Schuebel, agency consultant, New York, is a successful career woman whose business career has been nurtured by one of the most successful woman careerists in the business, Reggie Schuebel.

The duo met at the Duane Jones Agency where Miss Sullivan was secretary to Miss Schuebel in the agency's radio-TV department. The two compiled an impressive record of timebuying accomplishment, which was culminated for Miss Sullivan when she was made a timebuyer, in 1946.

Independent Success

In that capacity she established an independent record of success, purchasing time for such accounts as Manhattan Soap, Bab-O, Whitehall Pharmacal, Mennen, Tetley and Grove Labs.

In 1951, Miss Schuebel departed the agency to set up her present firm, and when the timebuying functions there expanded, demanding the addition of a top-flight executive in that department, Miss Schuebel summoned her erstwhile colleague to head that phase of the operation.

The Duane Jones agency was reluctant to have Miss Sullivan leave and offered to match the salary. A Jones executive was astonished to discover that Miss Sullivan did not know what the salary would be and, as it turned out, didn't discover the amount until she received her first check from Wyatt & Schuebel.

Her Accounts

As timebuyer for Wyatt & Schuebel she currently services such accounts as Fanny Farmer Candy, the CIO and the Lutheran-Synod Church. Over the past two years she has also handled All, a detergent; Helbros Watches; Proctor Electric Appliances; Peters Shoes; Red Goose Shoes and Pleasant Valley Wine.

Born in New York, she attended the Washington School for Secretaries there. She is the daughter of a career woman, too. Her mother is a buyer for children's wear and currently manages a specialty shop on 57th Street.

Miss Sullivan, a petite, five-foot-two bachelor girl, is an ardent and talented bridge player. Her favorite subject is mathematics. She is a bowling fan, too, and often scores in the plus-200 category.

JUNE 5, 1953--100,000 WATTS

MARCH 9, 1953--50,000 WATTS

JULY 15, 1949--16,300 WATTS

now operating at television's top power

. . . the Carolinas' first television station is also first to reach maximum power. Twenty-first station in the nation in sets served (eighth among single-station markets) WBTV reaches out to almost 4,000,000 people with effective buying income of $3,800,000,000.

The Television Service of

JEFFERSON STANDARD LIFE INSURANCE COMPANY

Represented Nationally by CBS TV Spot Sales

According to FCC Engineer, Edward Allen, 100,000 watts on Channel 3 equals 316,000 watts on Channels 7-13, 5,000,000 watts on UHF Channels. WBTV's low channel, maximum power and mountain-top transmitter, located 1090 feet above average surrounding terrain, give the station exceptional geographical coverage.

KWKH unlocks 3 times as many radio homes as the next Shreveport station!

No ifs, ands or buts—KWKH is the key station in the important Arkansas-Louisiana-Texas area. It far surpasses all competition by a tremendous margin.

KWKH delivers 307.0% as many Weekly Listeners as Shreveport's next station—*yet costs only 60% more!*

These audience figures are from the new Standard Station Audience Report—the *more conservative* of the two recent audience surveys made in this area.

Get all the KWKH facts—write direct or ask your Branham representative.

KWKH

STATION "B"

AVERAGE DAILY LISTENERS (S. A. M.)

50,000 Watts • CBS Radio •

KWKH

A Shreveport Times Station

Texas
SHREVEPORT LOUISIANA
Arkansas

The Branham Co., Representatives

Henry Clay, *General Manager*
Fred Watkins, *Commercial Manager*

BROADCASTING TELECASTING

August 31, 1953 Vol. 45, No. 9

B•T's FORECAST: FALL RADIO NETWORK SALES TO REPEAT '52

Spot radio business is due to surge 10% ahead of last year's total, B•T's fifth annual survey reports. All the networks express confidence both in their positions and in the status of radio as a whole. NBC is the only network to show a drop from 1952 billings.

RADIO network time sales this fall will just about equal those for the fall of last year, according to B•T's fifth annual survey of network commercial hours sold as of Aug. 15, as compared with business signed by that date of the previous year and with the time volume actually broadcast the previous October.

Radio's spot business this fall will probably exceed last fall's total by about 10%, according to estimates made by leading station representative firms. These predictions of increased spot business for fall are strongly supported by reports of scores of new and extended spot campaigns published in recent issues of B•T, which indicate that the station representatives were being conservative in limiting their estimates of the overall increase to 10%.

Network business, as summarized in table this page, shows the total number of hours sold by all four radio networks for this fall very slightly (2.3%) below the total sold in August 1952. ABC's total is virtually the same as last year; CBS is slightly ahead (5%); MBS is twice that much ahead percentagewise (10.9%); NBC alone is down (17.8%) in comparison with last year.

NBC's failure to match last year's time sales occurs during daytime hours, the figures reveal, and is largely due to three daytime quarter-hour periods as yet unsold and to the three hours a week purchased last year by Tide Water Associated Oil Co. to broadcast West Coast football games. The open daytime strips may be due to watchful waiting on the part of advertisers who do not want to sign up for more NBC daytime periods until they can see what the network's fall program schedule looks like after the general overhauling now in progress has been completed [B•T, Aug. 17].

Considerations in Analyzing

Another point in the breakdown that calls for explanation is the report of the nighttime business on Mutual last fall, with 6 hours, 37½ minutes shown as sold in August but only 4 hours, 43 minutes broadcast in October. Fact is that several news programs, listed in August for evening broadcast, went on the air before 6 p.m. and so are listed as daytime programs in the table.

While the network-hour comparison here employed is valid in affording a preview of what sponsored programs are going to be on the radio networks this fall and a comparison of this year's and last year's time sales, it would be impossible to use the commercial hours-and-minutes data as any indication of dollar sales volume. A network of 20 stations (minimum number used in the B•T tabulation, which deleted all smaller network hookups) cannot be compared dollarwise with one of 100 stations or more.

To keep the time figures comparable for an average October week, all one-time or short-series programs have been omitted from the tables. The World Series broadcasts on Mutual, under Gillette sponsorship, which would have added some 15 hours to that network's daytime total, are one example. Last fall's political broadcasts, which contributed $890,117 to the gross time sales total of the four networks in October 1952, a Presidential campaign year, also were omitted as being outside the normal network business orbit for non-campaign years.

Another safeguard made against distortion in the commercial time figures was the division of time in cases of multiple sponsorship, so that a single broadcast does not receive multiple time credit just because it has more than one sponsor. To take the Edward R. Murrow newscasts on CBS Radio as an example, we find four sponsors for this five-a-week 15-minute series: Theodore Hamm Brewing Co. and Standard Oil Co. of Indiana sponsoring the original broadcast on different CBS hookups; Hudson Dealers and Edison Chemical dividing the West Coast repeat not on a geographical but on a time basis, Hudson sponsoring three and Edison two Murrow broadcasts a week. The table therefore divides the hour-and-15-minutes-a-week total for the Murrow newscasts three ways—25 minutes for Hamm, 25 for Standard Oil and 25 for the Pacific Coast, which is further divided into two parts, two-thirds or 15 minutes for Hudson and one third or 10 minutes for Edison. Alternate sponsorships are handled similarly, explaining the half-minutes (12½, 37½, etc.) appearing in the table beginning on page 28.

Checking the number of sponsored-program entries for 1952 and 1953 in this table reveals that of 276 units listed for last October, 145 will be on the air again this fall without change of either sponsor or program.

There are 92 new listings for this year, not quite replacing the 131 entries on last year's list which are missing this year. The difference, however, is more probably due to comparing October 1952 with August 1953 than to any real falling off in the number of network commercials.

Bright Horizons Envisioned

Certainly, there is no pessimism to be found in statements made to B•T by the sales heads of the networks. All agree that the slump in sales during the last few years is ended and that once again network radio is on the upgrade, reasserting its place in the lives of the American public and the advertising budgets of the nation's manufacturers.

Charles T. Ayres, vice president in charge of the ABC radio network, said:

"Radio isn't old and tired as some in the industry would have you believe. It is a substantial and continually growing advertising medium. It is as much a part of our everyday living as is the habit of consuming three square meals a day.

"It may be the simple fact that radio has become such an accepted part of our daily living—such a habit—that has caused it to be taken for granted. Under such conditions, it is axiomatic that such things as radio's mass coverage, the great number of advertisers who find radio a successful local and national medium are also taken for granted as rather common-place, ordinary facts.

"This line of reasoning, I am sure, is the one which misled the prophets of doom who gathered several years ago for the funeral of radio. For all I know, they are still waiting. And they'll have a long wait because every statistic of radio set manufacturing shows an increase and in these days where a dollar has a lot of work to do, the consumer is not buying radio sets at this rate merely because he has 'cheap' money to spend. Neither is the advertiser.

"It's much like a new baby coming into the home—this case between radio and television. Television is the new youngster, radio the older brother. Who gets the attention? The young-

NETWORK TIME SALES FOR FALL

DAYTIME

Network	Hours of Network Commercials		
	On Air in Oct. '52	Sold as of Aug. 15, '52	Sold as of Aug. 15, '53
ABC	28:46	20:22	20:15
CBS	46:45	40:00	44:35½
MBS	19:05	14:55	17:12½
NBC	36:40	34:10	25:07½
Total	130:56	109:27	107:19½

EVENING

ABC	11:55	8:12	8:25
CBS	23:55	19:40	18:05
MBS	4:43	6:37½	6:40½
NBC	19:55	17:25	17:15
Total	60:28	51:54½	50:25½

TOTALS

ABC	40:21	28:34	28:40
CBS	70:40	59:40	62:40½
MBS	23:48	21:32½	23:53
NBC	56:35	51:35	42:22½
Total	191:24	161:21½	157:35½

RADIO spot clinic for Colgate-Palmolive-Peet and Sherman & Marquette, New York agency, was held by Station Representatives Assn. In attendance were (l to r, standing): Reg Rollinson, director of advertiser relations, SRA; George Laboda, radio-TV director for CPP; George McCoy, CPP, and Ed Fitzsimmons, Weed & Co. Seated: Jan Gilbert and John Crandall, media director, Sherman & Marquette.

ster. Who is still bringing in a handsome living? Radio.

"The fact that it has come to full stature may mean that it isn't quite as exciting as its infant brother—television. But full stature means it has acquired unto itself a way of life—and a good portion of its way of life lies in the continuing good faith that advertisers show in radio.

"Many of these astute national advertisers will again be a part of the national radio scene this fall on the ABC radio network and many of them have been ABC radio network clients for a good number of years. These are the bedrock accounts on which radio grew to full maturity.

"The ABC radio network has never been lacking in quality advertisers of its daytime programs and, again this year, the morning lineup of ABC radio network programming is almost completely sold-out, with every likelihood that the SRO sign for the Monday through Friday daytime morning periods will be an accomplished fact by early fall.

"The recent Anheuser-Busch sponsorship of the new Bill Stern program across the board for 52 weeks is probably one of the largest radio sales to be made by any network this year and is significant in the fact that it marks this advertiser's first entry into network advertising.

"The fall radio scene here at ABC presents a healthy and sound outlook—refuting any claims by the prophets of doom that it is faltering."

John Karol, CBS Radio vice president in charge of network sales, stated:

"In writing about the autumn sales outlook for the CBS Radio network, the increasing amount of time sold leads me to the inevitable cliche about facing the future with confidence.

"The volume of summer business is higher this year than last. Total hours sold for July 1953 exceeded the previous July by 8%; this August topped last August by 11%. Since summer time sales are, traditionally and actually, the indicator of autumn volume, we know that we will see an even greater use of CBS Radio time by advertisers in the coming season.

"The increase in our summer business is especially significant when noted against this fact: Gross billing for the CBS Radio network for 1952 was $59,500,000—the largest in the field by far. And 1953 so far is running about 8% ahead of last year and 30% ahead of our nearest rival.

'Renewed Faith'

"Just as important to us as these figures is the attitude of advertisers and agencies toward our medium. It is, I believe, one of renewed faith in radio's strength. It is a confidence soundly based on the continuing public interest in radio—as shown by both its purchase of sets and its use of these sets.

"We believe that many advertisers will feel that they must use more of America's biggest and most efficient medium.

"From these facts comes our confidence."

Adolf N. Hult, vice president in charge of sales for MBS, summed up that network's picture this way:

"The up-trend in Mutual's billings still continues unabated with a 10% gain in gross billings for the first seven months of 1953 over last year ($12,833,249 vs. $11,594,724 in '52).

"This year Mutual has very nearly eliminated the usual summer slump in billing. A substantial part of this summertime revenue has been accounted for by numerous sales in Mutual's Multi-Message plan and the popularity of Mutual's Pin-Point plan.

"Based on present commitments for the fall months the network expects to finish its final quarter and the entire year of 1953 with a most satisfactory increase."

Frederic L. Horton, NBC director of radio network sales, said:

"Published PIB figures for January through June 1953 show NBC Radio network gross billings one-half million dollars ahead of last year. We expect a continuance of this trend.

"Orders have recently been received from the American Dairy Assn. for Bob Hope, from International Harvester for an evening Monday through Friday news strip, and from the Florida Citrus Commission for three day-time quarter hours weekly. These, plus evidence of increased interest in network radio on the part of many leading advertisers provide substance for the prediction that the coming season will bring increased sales volume for the NBC Radio network.

"The establishing of separate radio network sales and program departments dedicated to the specific job of selling network radio time and programs insures the success of NBC network radio. Important changes in our program structure will be announced shortly.

"The NBC Radio network will be an even more attractive advertising buy in all budget classifications."

Outlook for spot radio business is assayed by T. F. Flanagan, managing director, Station Representatives Assn., as follows:

"Spot radio will, as usual, show an increase for 1953 to add another year to its 17-year record of straight growth. This is assured by the fall orders now mostly in the hands of the station representatives.

'Best of Year'

"The fall season is, of course, as with most media, the best of the year. In spot radio it is best, not only because of the Christmas buying and the starting of new campaigns, but spot radio historically carries the brunt of the mass selling of the cold remedies, and their sister relief products.

"This fall will see several new things in spot radio—the 'enzyme' era in toothpastes, the changing pattern of the cigarette industry with emphasis on kings and filter-tips, the lengthening season of the soft drink business, the national coverage of several products after small test beginnings.

"The business is not all from Madison Avenue. Chicago is forwarding large orders to stations. One out-of-town agency in a smaller market now has three campaigns running respectively on 105, 195 and 156 stations.

"Naturally, the pattern of spot business is not the same on all radio stations. Many factors influence the ups and downs. But on some stations national spot gains are more than healthy and, overall, this fall and this year, national spot business will be well ahead."

Breakdown of Fall Advertisers' Time and Charges With Comparisons to 1952

Advertiser / Program	Gross Time Charges Oct. '52	Net-work	Stations Oct. 1952	Stations Oct. 1953	Hours Per Week 1952	Hours Per Week 1953
Admiral Corp.						
Robert Trout, News	$ 27,338	CBS	192		d0:25	
Life Is Worth Living		MBS		517		0:25
Allis-Chalmers Mfg. Co.						
National Farm & Home Hour	34,593	NBC	187	196	d0:30	d0:30
Amana Society						
Paula Stone Show	82,696	MBS	553		d0:45	
American Bakeries Co.						
Lone Ranger	9,834	ABC	40		1:30	
American Bakers Assn.						
Hollywood Star Playhouse	31,035	NBC	191		d0:30	
American Chicle Co.						
FBI in Peace and War	27,123	CBS	193		0:10	
Mr. Keen	27,195	CBS	194		0:10	
Meet Millie	27,132	CBS	193		0:10	
American Federation of Labor						
Frank Edwards, News	110,180	MBS	150	153	1:15	1:15
American Dairy Assn.						
Bob Hope		NBC		196		0:30

Advertiser / Program	Gross Time Charges Oct. '52	Network	Stations Oct. 1952	Stations Oct. 1953	Hours Per Week 1952	Hours Per Week 1953
American Home Products Corp.						
Our Gal Sunday	90,633	CBS	173	184	d1:15	d1:15
Just Plain Bill	94,695	NBC	151	151	d1:15	d0:37½
Front Page Farrell	93,497	NBC	142	147	d1:15	d0:37½
Helen Trent	91,887	CBS	181	184	d1:15	d1:15
Gabriel Heatter, News		MBS		513		0:30
American-Marietta Co.						
Breakfast Club	81,222	ABC	290		d0:45	
American Safety Razor Corp.						
Frank Goss		CBS		21		d0:30
American Tel. & Tel. Co.						
Telephone Hour	61,971	NBC	186	197	0:30	0:30
American Tobacco Co.						
Jack Benny	69,116	CBS	207	203	0:30	0:30
Your Hit Parade	77,762	NBC	184		0:30	
Big Story	78,789	NBC	192	196	0:30	0:30
Anheuser-Busch						
Sports Today with Bill Stern		ABC		344		1:15
Animal Foundation						
Galen Drake		CBS				d0:15
Charles Antell Inc.						
Antell Theatre	6,534	ABC	26		0:45	
Armour & Co.						
Dial Dave Garroway	132,339	NBC	192	127	d1:15	d1:15
Armstrong Cork Co.						
Theatre of Today	33,136	CBS	189		d0:30	
Assn. of American Railroads						
Railroad Hour	62,700	NBC	197	197	0:30	0:30
Barbasol Co.						
Lineup, Scoreboard	8,025	MBS	183		d0:10	
Bekins Van & Storage Co.						
Hollywood Music Hall	5,552	CBS	22	24	0:30	0:30
Beltone Hearing Aid						
Gabriel Heatter	34,213	MBS	257		0:15	
Best Foods						
Larry Lesueur, News	10,622	CBS	184		d0:05	
Hazel Bishop Inc.						
Lorenzo Jones	99,891	NBC	154		d1:15	
Inside News from Hollywood	53,980	NBC	143		d0:25	
Block Drug Co.						
Gabriel Heatter, News		MBS		383		d0:12½
Borden Co.						
Frank Goss		CBS		22		d0:30
Bristol-Myers Co.						
Hollywood Barn Dance	2,740	CBS	20		d0:30	
Break the Bank	129,028	ABC	322		d1:30	
Brown Shoe Co.						
Smilin' Ed McConnell	15,844	CBS	144		d0:30	
Burton-Dixie Corp.						
Paul Harvey, News	29,240	ABC	139		0:15	
California Packing Corp.						
CBS Newsroom—Sunday Desk	1,938	CBS	20		d0:15	
Campana Corp.						
Bill Shadel, News	10,678	CBS	187	188	d0:05	d0:05
Campbell Soup Co.						
Double or Nothing	181,453	NBC	166		d2:30	
Double or Nothing		ABC		350		d2:05
Club 15	150,822	CBS	164		0:45	
Cannon Mills Co.						
Give and Take	28,324	CBS	152	149	d0:30	d0:30
Carnation Co.						
Stars Over Hollywood	34,194	CBS	175	158	d0:30	d0:30
CBS Newsroom—Sunday Desk		CBS		23		d0:15
Carter Products						
City Hospital	25,012	CBS	155	203	d0:25	d0:25
Drew Pearson	32,292	ABC	209		0:15	
Just Plain Bill		NBC		150		d0:22½
Nick Carter		MBS		504		0:12½
Chemicals Inc.						
Bob Garred	8,625	ABC	32		d0:05	
Chet Huntley	8,625	ABC	31		d0:05	
Chesebrough Mfg. Co.						
Dr. Christian	81,140	CBS	184	181	0:30	0:30
Christian Reformed Church						
Back to God	23,935	MBS	277	278	d0:30	d0:30
Chrysler Corp.						
You Bet Your Life	77,955	NBC	195	197	0:30	0:30
Churches of Christ						
Herald of Truth	31,536	ABC	168	223	d0:30	d0:30
Cities Service Co.						
Band of America	46,987	NBC	110	118	0:30	0:30
Clinton Foods						
Arthur Godfrey		CBS		194		d0:37½
Club Aluminum Products Co.						
Club Time	3,656	ABC	20	25	d0:15	d0:15
Coca-Cola Co.						
Coke Time		NBC		197		0:30
Coke Time		MBS		373		0:30
Colgate-Palmolive-Peet Co.						
Bob and Ray	78,224	NBC	183		d1:15	
Strike It Rich	156,472	NBC	183	184	d2:30	d2:30
Louella Parsons	19,346	CBS	174	194	0:05	0:15
Mr. & Mrs. North	58,180	CBS	188	202	0:30	0:30
Our Miss Brooks	58,335	CBS	200	203	0:30	0:30
Phrase That Pays		NBC		191		d1:15
Lorenzo Jones		NBC		186		d1:15
Colonial Dames						
Bob Garred	1,125	ABC	30		d0:01p	
Congress of Industrial Organizations						
John Vandercook		ABC		128		1:15
Continental Baking Co.						
Grand Slam	63,158	CBS	52		d1:15	
Make Up Your Mind		CBS		51		d1:15
Coleman Co.						
Six Shooter		NBC		198		0:10
Barrie Craig		NBC		198		0:10
Eddie Cantor		NBC		198		0:10
Corn Products Refining Co.						
Sunshine Sue		CBS		58		d0:25
Cream of Wheat Corp.						
Grand Central Station	24,006	CBS	157		d0:25	
Theatre of Today		CBS		188		d0:25
Credit Union National Assn.						
Gabriel Heatter	44,216	MBS	523	519	0:15	0:15
Dawn Bible Students Assn.						
Frank and Ernest	22,497	MBS	461	360	d0:15	d0:15
E. I. duPont de Nemours						
Cavalcade of America	59,032	NBC	166		0:30	
Edison Chemical Co.						
Edward R. Murrow		CBS		23		0:10
Electric Auto-Lite Co.						
Suspense	70,907	CBS	189	181	0:30	0:30
Electric Cos. Adv. Program						
Meet Corliss Archer	79,227	ABC	284	288	0:30	0:30
Emerson Drug Co.						
Barrie Craig	10,486	NBC	194		0:10	
Judy Canova	10,486	NBC	194		0:10	
Red Skelton	10,486	NBC	194		0:10	
Titus Moody		MBS		530		0:10
The Falcon		MBS		482		0:01p
Deadline		MBS		477		0:01p
Eno-Scott & Bowne						
FBI in Peace and War		CBS		202		0:10
Meet Millie		CBS		202		0:10
Mr. Keen		CBS		202		0:10
Equitable Life Assurance Soc. of the U. S.						
This Is Your FBI	90,875	ABC	227		0:30	
Ex-Lax Inc.						
Doctor's Wife	128,313	NBC	174		d1:15	
Faultless Starch Co.						
Faultless Starch Time	5,291	NBC	61	67	d0:15	d0:15
Firestone Tire & Rubber Co.						
Voice of Firestone	55,074	NBC	145	157	0:30	0:30
First Church of Christ Scientist						
Monitor Views the News	14,136	ABC	44		0:15	
Flako Products Corp.						
Galen Drake	4,806	CBS	47		d0:05	
Florida Citrus Commission						
Every Day		NBC		55		d0:45
Ford Motor Co.						
Bob Trout, News	6,470	CBS	93		0:05	
Bob Trout, News	7,752	CBS	111		0:05	
Bob Trout, News	6,746	CBS	104		0:05	
Bob Trout, News	6,960	CBS	99		0:05	
Free Methodist Church of North America						
Light and Life Hour	9,684	ABC	57	82	d0:30	d0:30
French Sardine Co.						
Arthur Godfrey	59,807	CBS	186	184	d0:37½	d0:37½
General Candy Corp.						
True Detective Mysteries	16,416	MBS	511		d0:15	
General Conference of Seventh Day Adventists						
Voice of Prophecy	19,580	ABC	158		d0:30	
Voice of Prophecy	23,215	MBS	317	321	d0:30	d0:30
General Electric Co.						
Bing Crosby	66,812	CBS	199	195	0:30	0:30
Ray Milland		CBS		195		0:30
Ozzie & Harriet	36,430	ABC	327	324	0:15	0:15
General Foods Corp.						
Grady Cole	7,342	CBS	46	53	d0:30	d0:30
Grady Cole	10,908	CBS	40	38	d0:45	d0:45
Renfro Valley	8,630	CBS	107	103	d0:15	d0:15
Renfro Valley	17,999	CBS	107	108	d0:30	d0:30
Father Knows Best	65,980	NBC	160	166	0:30	0:30
Gangbusters	43,443	CBS	160		0:25	
Galen Drake		CBS		149		d0:05
Galen Drake	10,004	CBS	155		d0:05	

d—daytime, before 6 p.m.
p—participation.
Source of data for October 1952 network programs is Publishers Information Bureau. Where program has more than one sponsor, time is divided among them, which accounts for the fractional figures appearing in the list.

Advertiser / Program	Gross Time Charges Oct. '52	Net work	Stations Oct. 1952	Stations Oct. 1953	Hours Per Week 1952	Hours Per Week 1953
Second Mrs. Burton	79,047	CBS	138	131	d1:15	d1:15
Log Cabin News	10,998	NBC	162	165	0:05	0:05
Wendy Warren, News	83,499	CBS	155	164	d1:15	d1:15
Roy Rogers	54,981	NBC	162	165	0:25	0:25
Tarzen	48,370	CBS	149		0:30	
Bob Trout, News	18,998	CBS	168		0:05	
Sanka Salutes	8,384	CBS	156		0:05	
Robert Q. Lewis		CBS		99		d0:25
Bob Hope		NBC		162		d1:15
General Mills						
Whispering Streets	98,534	ABC	237	255	d1:40	d1:00
Lone Ranger	147,322	ABC	164	170	1:30	1:15
Bill Ring Show	36,343	ABC	167	41	d1:15	d0:45
Cal Tinney	98,316	ABC	270		d2:05	
Betty Crocker	82,213	ABC	320	344	d1:15	d1:15
Evening Dramas	33,600	MBS	453		0:06	
Hymn Time	3,278	ABC	24		d1:15	
Silver Eagle	102,848	ABC	184		1:00	
General Motors Corp.						
Your Land and Mine	36,768	ABC	182		0:15	
Henry Taylor		ABC		350		0:15
Peggy Lee Show	10,780	CBS	36		0:30	
Arthur Godfrey	60,126	CBS	191	199	d0:37½	d0:37½
Dinah Shore		NBC		174		0:30
General Products Corp.						
Health Facts	7,436	CBS	32		d0:45	
Stuart Craig		CBS		34		d0:15
Stuart Craig	22,900	ABC	43		{ 0:45 d1:00	
Paul Carter		CBS		31		d0:15
Gillette Co.						
Fights	88,904	ABC	303	350	0:30	0:30
Breakfast Club	11,000	ABC	297	330	d0:30	d0:30
Crime Letter	27,226	ABC	288		0:30	
Tennessee Ernie	5,823	ABC	142		d1:15	
Fun for All	32,832	CBS	186	177	d0:30	d0:30
It Happens Every Day	54,702	CBS	159		d0:25	
Break the Bank	82,971	ABC	323		d1:00	
Nora Drake	46,716	CBS	173	202	d0:30	d1:00
Arthur Godfrey	64,850	CBS	188	193	d0:37½	d0:37½
Whispering Streets		ABC		255		d0:40
Turn to a Friend		ABC		344		d1:00
Wizard of Odds		CBS		202		d0:37½
Family Skeleton		CBS		202		0:37½
Glidden Co.						
When a Girl Marries		ABC		201		d0:45
Turn to a Friend		ABC		344		d1:30
Goodyear Tire & Rubber Co.						
Greatest Story	52,250	ABC	306	350	d0:30	d0:30
Gospel Broadcasting Assn.						
Old Fashioned Revival Hour	55,232	ABC	276	260	d1:00	d1:00
Billy Graham Evangelistic Assn.						
Hour of Decision	34,268	ABC	287	338	d0:30	d0:30
I. J. Grass Noodle Co.						
Super Noodle Show	8,904	CBS	58		d0:15	
Green Giant Co.						
Houseparty	25,535	CBS	170	168	d0:15	d0:15
Gruen Watch Co.						
Walter Winchell	47,696	ABC	324	350	0:15	0:15
Gulf Oil Corp.						
John Daly, News	106,852	ABC	223		1:15	
Counterspy	23,140	NBC	138		d0:30	
Hall Brothers						
Hallmark Playhouse	65,832	CBS	191		0:30	
Hall of Fame		CBS		196		0:30
Theodore Hamm Brewing Co.						
Edward R. Murrow, News	16,936	CBS	20	24	0:37½	0:25
Holland Furnace Co.						
King Arthur Godfrey	7,045	CBS	151		d0:30	
Wonderful City		MBS		486		d1:15
Hills Brothers Coffee						
Ruth Ashton	8,564	CBS	42	45	d0:25	d0:25
George A. Hormel & Co.						
Hormel Girls	27,278	CBS	124	119	d0:30	d0:30
Hudson Dealers						
Edward R. Murrow		CBS		23		d0:15
International Cellucotton Products Co.						
Arthur Godfrey		CBS		194		d0:37½
International Harvester						
Alex Drier		NBC		53		1:15
International Shoe Co.						
Howdy Doody	10,212	NBC	140		d0:15	
Andrew Jergens Co.						
Hollywood Playhouse	37,895	CBS	110		0:30	
Time for Love		CBS				0:30
Johns-Manville Corp.						
Bill Henry, News	72,624	MBS	429	448	0:25	0:25
S. C. Johnson & Son						
News Shows	179,436	MBS	550	530	d2:25	d2:35
Fred Jordan Inc.						
Church in the Home	4,216	ABC	33		d9:30	
Kellogg Co.						
Wild Bill Hickock	81,325	MBS	456	459	d1:15	d1:15
Carl Smith	53,010	CBS	145		d0:25	
Carl Smith	9,617	MBS	201		d0:25	
Houseparty	45,252	CBS	169	171	d0:30	d0:30
Kaiser Motors Corp.						
Lowell Thomas		CBS		166		1:15
New York Philharmonic Symphony	40,842	CBS	188	203	d1:30	d1:30
Kingan & Co.						
King Arthur Godfrey	17,291	CBS	107		d0:30	
Knomark Mfg. Co.						
Arthur Godfrey		CBS		194		d0:37½
Jacques Kreisler Mfg. Corp.						
Mickey Spillane		MBS		480		0.01p
Deadline		MBS		477		0:01p
Official Detective		MBS		478		0:01p
Lambert Co.						
Ozzie & Harriet	54,645	ABC	327	324	0:15	0:15
Leslie Salt Co.						
Meet the Missus	3,096	CBS	21		d0:30	d0:30
Lettuce Inc.						
Queen for a Day	17,603	MBS	550		d0:45	
Lever Brothers Co.						
Godfrey's Talent Scouts	53,402	CBS	168	161	0:30	0:30
Aunt Jenny	88,601	CBS	144	147	d1:15	d1:15
Lux Radio Theatre	116,864	CBS	181	176	1:00	1:00
Arthur Godfrey	91,330	CBS	182	193	d1:15	d0:37½
Houseparty	48,896	CBS	174	181	d0:45	d0:45
The Falcon		MBS		482		
Mickey Spillane		MBS		480		
Deadline		MBS		477		
Official Detective		MBS		478		
Take a Number		MBS		471		
Lewis Food Co.						
Hollywood Story		CBS		28		d0:25
Liggett & Myers Tobacco Co.						
Arthur Godfrey	136,061	CBS	205	190	d1:15	d0:45
FBI in Peace and War	15,720	CBS	177		0:10	
Mr. Keen	15,584	CBS	178		0:10	
Meet Millie	15,625	CBS	178		0:10	
Martin & Lewis	62,108	NBC	188		0:30	
Dragnet	62,227	NBC	191	197	0:30	0:30
Perry Como Show		MBS		530		0:45
Les Griffith		ABC		332		0:25
Locke Stove Co.						
Duke of Paducah	12,226	NBC	32		0:30	
Duke of Paducah		CBS				0:30
Libby, McNeill & Libby						
Nick Carter	5,645	MBS	297		0:25	
Longines-Wittnauer Watch Co.						
Choraliers	50,941	CBS	158	160	0:25	0:15
Symphonette	30,685	CBS	156	160	d0:30	d0:30
P. Lorillard Co.						
Monday Morning Headlines	6,907	ABC	305	328	0:15	0:15
Taylor Grant, News	8,491	ABC	313	328	0:15	0:15
Queen for a Day	133,254	MBS	541	542	d1:15	d1:15
Two for the Money	62,992	NBC	192		0:30	
Two for the Money		CBS		204		0:30
Lutheran Church						
Lutheran Hour	30,233	MBS	470	443	d0:30	d0:30
M.J.B. Co.						
Chet Huntley	9,131	ABC	46		d1:15	
Manhattan Soap Co.						
Woman in My House	132,910	NBC	184	192	d1:15	d1:15
Wizard of Odds		CBS		202		d0:37½
Mars Inc.						
People Are Funny	61,916	CBS	181	177	0:30	0:30
Mennen Co.						
Frank Goss		CBS		21		d0:30
Metropolitan Life Insurance Co.						
Alan Jackson, News	38,954	CBS	29	29	1:15	1:15
Miles Labs						
Hilltop House	85,917	CBS	145	151	d1:15	d1:15
News of World	168,181	NBC	170	177	1:15	1:15
Curt Massey	88,623	CBS	149	164	d1:15	d1:15
Curt Massey	109,237	MBS	479	480	d1:15	d1:15
One Man's Family	170,437	NBC	168	176	1:15	1:15
Milner Products						
Robert Q. Lewis		CBS		123		d0:15
Miller Brewing Co.						
First Nighter	23,763	NBC	114		0:25	
Philip Morris Co.						
My Little Margie	66,356	CBS	194	202	0:30	0:30
What's My Line?	82,540	CBS	192		0:30	
Playhouse		CBS		203		0:30
Morton Salt Co.						
Visitin' Time	5,888	CBS	27		0:30	
Motor Products Corp.						
Gabriel Heatter	55,810	MBS	537	527	0:15	0:15

d—daytime, before 6 p.m.
p—participation.
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Advertiser Program	Gross Time Charges Oct. '52	Net work	Stations Oct. 1952	Stations Oct. 1953	Hours Per Week 1952	Hours Per Week 1953
Motorola Inc. True Detective Mysteries	17,013	MBS	529		d0:15	
Mutual Co. Gabriel Heatter	44,088	MBS	545		0:15	
Mutual Benefit Health & Accident Assn. On the Line with Bob Consadine	20,560	NBC	184	176	d0:15	0:15
Arthur Godfrey		CBS		194		d0:37½
National Biscuit Co. Arthur Godfrey	128,418	CBS	198	190	d1:15	d0:30
National Dairy Products Corp. Bobby Benson	22,124	MBS	554	536	d0:15	d0:15
Great Gildersleeve	80,615	NBC	173	177	0:30	0:30
National Homes Corp. Gabriel Heatter		MBS		530		0:50
Naumkeag Steam Cotton Co. Paula Stone Show	41,146	MBS	561	530	d0:30	d0:30
Noxzema Chemical Co. Gabriel Heatter	26,900	MBS	103		0:15	
North American Van Lines Let's Go Hollywood	2,445	CBS	37		d0:15	
CBS Newsroom— Sunday Desk		CBS		20		d0:15
Orange Crush Co. Green Hornet	28,214	MBS	242		d1:00	
Owens-Corning Fibreglas Corp. Arthur Godfrey	65,016	CBS	185		d0:37½	
Arthur Godfrey Digest		CBS		202		d0:30
Pabst Brewing Co. Blue Ribbon Bouts	76,331	CBS	200		0:30	
Pacific Western Oil Corp. Alex Drier and This Farming Business	18,371	NBC	31	30	d1:30	d1:30
Pan American Coffee Bureau Ralph Story's Back Yard		CBS		22		d0:25
Pearson Pharmacal Co. My Friend Irma	5,918	CBS	85		0:30	
Pet Milk Co. Mary Lee Taylor	32,313	NBC	164	168	d0:30	d0:30
Truth or Consequences	73,235	NBC	171	176	0:30	0:30
Philco Corp. Edwin C. Hill	33,893	ABC	281	310	0:25	1:15
Breakfast Club	128,629	ABC	333	330	d1:15	d1:30
Pillsbury Mills Jack Hunt	16,299	CBS	39		d0:45	
Jack Hunt	7,607	CBS	20		d0:30	
Arthur Godfrey	103,167	CBS	191	203	d1:15	d1:15
Houseparty	71,514	CBS	183	181	d1:00	d1:00
Procter & Gamble Co. Young Dr. Malone	69,069	CBS	158	168	d1:15	d1:15
Road of Life	86,799	NBC	171	170	d1:15	d1:15
Welcome Travelers	139,285	NBC	155	162	d2:30	d2:30
Lowell Thomas	114,906	CBS	107		1:15	
Backstage Wife	80,485	NBC	177	186	d1:15	d1:15
Brighter Day	51,267	NBC	143		d1:15	
Right to Happiness	82,657	NBC	171	164	d1:15	d1:15
Beulah	146,685	CBS	127		1:15	
Pepper Young's Family	86,454	NBC	172	173	d1:15	d1:15
Guiding Light	70,252	CBS	156	164	d1:15	d1:15
Rosemary	64,581	CBS	142	126	d1:15	d1:15
Ma Perkins	79,351	CBS	160	166	d1:15	d1:15
Perry Mason	70,101	CBS	160	165	d1:15	d1:15
Tide Show	161,077	CBS	143		1:15	
Life Can Be Beautiful	87,570	NBC	176	175	d1:15	d1:15
Road of Life	74,923	CBS	152	158	d1:15	d1:15
Brighter Day	69,186	CBS	162	185	d1:15	d1:15
FBI in Peace & War		CBS		202		0:10
Mr. Keen		CBS		202		0:10
Prudential Insurance Co. of America Jack Berch	66,926	ABC	291	293	d0:25	d0:25
Virgil Pinkley	7,028	ABC	26		d0:45	
Pure Oil Co. News Time	50,512	NBC	36		1:15	
Quaker Oats Co. Man on the Farm	24,887	MBS	421	409	d0:30	d0:30
Aunt Jemima Home Folks	16,592	CBS	55		d0:20	
Aunt Jemima Home Folks	40,150	CBS	116		d0:30	
Queen for a Day	37,529	MBS	532	542	d0:30	d0:30
Sgt. Preston of The Yukon	56,676	MBS	403	409	d1:00	d1:00
Radio Bible Class Radio Bible Class	28,662	MBS	308	308	d0:30	d0:30
Radio Bible Class		ABC		42		0:30
Radio Corp. of America Phil Harris-Alice Faye	62,986	NBC	195	197	0:30	0:30
Ralston Purina Co. Space Patrol	39,080	ABC	329	322	d0:30	d0:30
Eddie Arnold		NBC		110		0:30
Realemon-Puritan Co. Queen for a Day		MBS		545		d0:45
Rexall Drug Amos 'n' Andy	66,558	CBS	201	203	0:30	0:30
Richard Llewellyn	3,100	ABC	34		d0:45	
Gabriel Heatter	55,495	MBS	366	363	d0:25	0:12½
R. J. Reynolds Tobacco Co. The Falcon		MBS		480		0:01
Mickey Spillane		MBS		480		0:01
Official Detective		MBS		475		0:01
Nick Carter		MBS		504		0:12½
Bob Hawk Show	64,392	CBS	181		0:30	
Walk a Mile		CBS		177		0:30
Camel Caravan	63,416	CBS	175		0:30	
Evening Dramas	19,950	MBS	285		0:06	
Football Scoreboard	11,906	NBC	114		d0:15	
Walk a Mile	76,721	NBC	184	191	0:30	0:30
My Friend Irma	64,392	CBS	181		0:30	
Grand Ole Opry	59,130	NBC	182	91	0:30	0:30
Reynolds Metals Co. Fibber McGee & Molly	63,004	NBC	195		0:30	
Richfield Oil Corp. Richfield Reporter	27,232	NBC	21	21	1:30	1:30
Riggio Tobacco Corp. America Calling	6,490	CBS	36		0:30	
Roman Meal Co. Bob Garred	2,520	ABC	29		d0:02p	
Chet Huntley	3,920	ABC	28		d0:03p	
S. & W. Fine Foods Harry Babbitt	5,892	CBS	21		d0:45	
C. F. Sauer Co. Evening Dramas	41,400	MBS	171		0:06	
Seabrook Farms Private Files of Mathew Bell	9,299	MBS	138		d0:25	
Seeman Brothers Nora Drake	73,710	CBS	174	202	d0:45	0:15
Serutan Co. Victor H. Lindlahr	49,872	NBC	90		d1:15	
Standard Oil Co. of California Whistler	6,472	CBS	28	28	0:30	0:30
Standard Hour	11,886	NBC	26	26	1:00	1:00
Standard Oil Co. of Indiana Edward R. Murrow	107,696	CBS	84	80	0:37½	0:25
State Farm Insurance Co. Cecil Brown	26,199	MBS	483	484	0:10	0:10
Sterling Drug Ladies' Fair	165,543	MBS	546	549	d2:05	d2:05
Young Widder Brown	93,014	NBC	156	161	d1:15	d1:15
Stella Dallas	93,014	NBC	156	160	d1:15	d1:15
Mystery Theatre	65,659	ABC	328		0:30	
My True Story	152,179	ABC	245	261	d2:05	d2:05
John J. Anthony	45,976	MBS	517		0:30	
Stokely-Van Camp John Conte	66,444	ABC	264		d0:25	
Sun Oil Co. Three Star Extra	82,944	NBC	34	34	1:15	1:15
Swift & Co. Breakfast Club	229,642	ABC	318	330	d2:30	d2:30
Sky King	65,077	MBS	557	544	d0:50	d0:50
Tide Water Associated Oil Co. Football	5,695	NBC	24		d3:00	
U. S. Rubber Co. Galen Drake	4,190	CBS	31		d0:05	
U. S. Steel Corp. Theatre Guild on the Air	98,712	NBC	193		1:00	
U. S. Tobacco Co. Martin Kane	31,072	NBC	183		0:30	
Union Pharmaceutical Co. Gabriel Heatter		MBS		464		0:15
Vick Chemical Co. Ed Pettitt, News	8,418	MBS	556		d0:05	
Warner-Hudnut Bergen-McCarthy	71,177	CBS	208		0:30	
Wesson Oil & Snowdrift Co. Dr. Paul	31,675	NBC	63		d1:15	
Westinghouse Electric Co. Pick the Winner	33,176	CBS	193		d0:30	
Whitehouse Co. Record Hits	5,867	MBS	379		d0:15	
Wildroot Co. The Shadow	17,091	MBS	537		d0:15	
Titus Moody	50,697	MBS	501		0:10	
Twenty Questions	45,064	MBS	516		0:15	
J. R. Wood & Sons Lanny Ross		MBS		538		d0:15
William Wrigley Jr. Co. Gene Autry	64,460	CBS	180	187	0:30	0:30
Life With Luigi	65,804	CBS	189		0:30	
Johnny Dollar		CBS		184		0:30
Dr. Thomas Wyatt Wings of Healing	13,112	ABC	77	200	d0:30	d0:30
Wings of Healing		MBS		306		d0:30

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10 FIRMS BUSTLE IN RADIO-TV, BUY BOTH SPOT AND NETWORK

General Mills paces the purchasing by expanding coverage on 'Lone Ranger.' Other firms involved in buys are Packard Cars, Wildroot, Flako, Lysol, Ehler's Coffee, Mogen David Wine, Welch's Wine Division and National Homes Corp.

TEN national advertisers, paced by General Mills, figured last week in a range of action that included new time purchases and expansions, spot and network, radio and television.

General Mills in a surprise maneuver is expanding its coverage on *Lone Ranger;* Packard Cars is planning to extend its radio spots; Wildroot is increasing its spot radio outlay; Flako products, Lysol, and Ehler's Coffee are placing radio and TV campaigns; Mogen David Wine has purchased two DuMont TV shows; Welch's Wine Division is switching programs on DuMont; National Homes Corp. is buying three five-minute periods on Mutual, and Warner-Hudnut is "looking."

General Mills, through Dancer-Fitzgerald-Sample, New York, will expand its present sponsorship of the *Lone Ranger* on CBS-TV on Saturday to 30 more markets beginning in September. This expansion adds to continued sponsorship of the same program on ABC-TV on Thursday.

Flako Products Corp. (pie crust) will launch a schedule of radio-TV women's show participations and spots in mid-September to run through the end of November. Thirty television and 10 radio markets will be represented in the campaign, placed by Charles Hoyt Co., New York.

Packard Expands Schedule

Packard Cars, which placed a week-long radio campaign in 30 markets starting Aug. 28, through Maxon Inc., New York, expects to expand the schedule for another two weeks in the same markets.

Wildroot Co. (Wildroot cream oil) is increasing its radio spot schedule in a number of markets through BBDO, New York.

Lehn & Fink (Lysol), through Lennen & Newell, expects to break into a radio-TV spot campaign using participation and news shows. Details of the prospective schedule have not been revealed.

Warner-Hudnut, which failed to renew its *Edgar Bergen Show* on CBS Radio, through Kenyon & Eckhardt is contemplating television but has not yet decided whether it will be a film series placed regionally or a network show. Radio, too, is being considered. Plans are not expected until the end of September. The firm is just concluding participations on 32 women's TV shows this week.

Mogen David Wine Corp. has allocated a $2 million advertising budget for this season. The television portion will include sponsorship of two DuMont TV Network shows, *A Dollar a Second*, effective Sept. 20, and *Fight of the Week*, starting Sept. 21. Weiss & Geller, New York, is the agency.

Ehler's Coffee, through Dowd, Redfield & Johnstone, New York, is placing a television campaign said to approach a quarter of a million dollars in cost in four markets: New York, Philadelphia, Schenectady and New Haven, effective Sept. 15. Coffee company will use minute and chain break announcements and quarter-hour shows.

Welch's Wine Division of Quality Importers Inc. will sponsor *On Your Way* on DuMont, effective Sept. 9, (Wed., 9:30-10 p.m.), replacing its summer program, *The Dotty Mack Show*. Contract for the new audience participation program extends through the spring of 1954 and was placed through Monroe Greenthal Co., New York.

National Homes Corp. (prefabricated homes) has signed to sponsor Gabriel Heatter thrice weekly, (Mon., Wed., Fri., 8:45-55 a.m.) on Mutual. Applegate Advertising, Muncie, Ind., is the Agency.

Sales Up—So's TV Time

AS sales go, so goes its advertising budget—that's the pattern being followed by Mogen David Wine Corp., which has announced a $2 million campaign for fall and winter involving two network TV programs.

As part of its extensive promotion plans, the firm starts in September *A Dollar a Second* and *Fight of the Week* on the DuMont TV Network. Mogen David, a TV pioneer, reported its sales have established a new record high. Agency is Weiss & Geller, Chicago.

Television shows will be buttressed with large space newspaper ads for holiday occasions, and billboards, posters and bulletins.

STANDARD OIL SETS HEAVY GRID SLATE

STANDARD Oil Co. of Indiana Wednesday announced plans for comprehensive radio and television coverage of professional and college football games this fall, with a tab running into the million-dollar category.

The schedule calls for:

(1) Telecasts of home Chicago Bears and Cardinals pro football contests over nine midwestern ABC-TV stations on a co-sponsorship basis starting Sept. 27.

(2) Radio broadcasts of all Bears' games over a special 19-station midwest network headed by WGN Chicago.

(3) Radio coverage of all games of five universities on as many stations.

(4) A TV broadcast of films of previous Sunday games of the Bears—*Bears Quarterback Club*—on WGN-TV Chicago.

Wesley I. Nunn, Standard advertising manager, said the schedule calls for radio-TV broadcasts of 65 midwestern games under company sponsorship.

On the TV side, Standard will sponsor one-half of each of 12 Bears and Cards contests, with ABC-TV offering the other half for co-op sponsorship. The games will be blacked out in the Chicago area. Ford dealers reportedly are interested in taking the games in some markets. Harold (Red) Grange will handle commentary. The stations are:

WFBM-TV Indianapolis; KCMO-TV Kansas City; WMIN-TV Minneapolis-St. Paul; WHBF-TV Rock Island, Ill.; KSD-TV St. Louis; KBTV (TV) Denver; WEEK-TV Peoria, Ill.; WSBT-TV South Bend, Ind.; WOOD-TV Grand Rapids, Mich.

On the Bears' radio slate, Mr. Nunn explained that Standard will pay the Bears management fee rights and line charges, with individual stations invited to solicit local participating sponsors for pre-, mid- and post-game spots. Standard retains a veto over type of sponsors signed. Jack Brickhouse, WGN-AM-TV sportscaster, handles play-by-play. Stations:

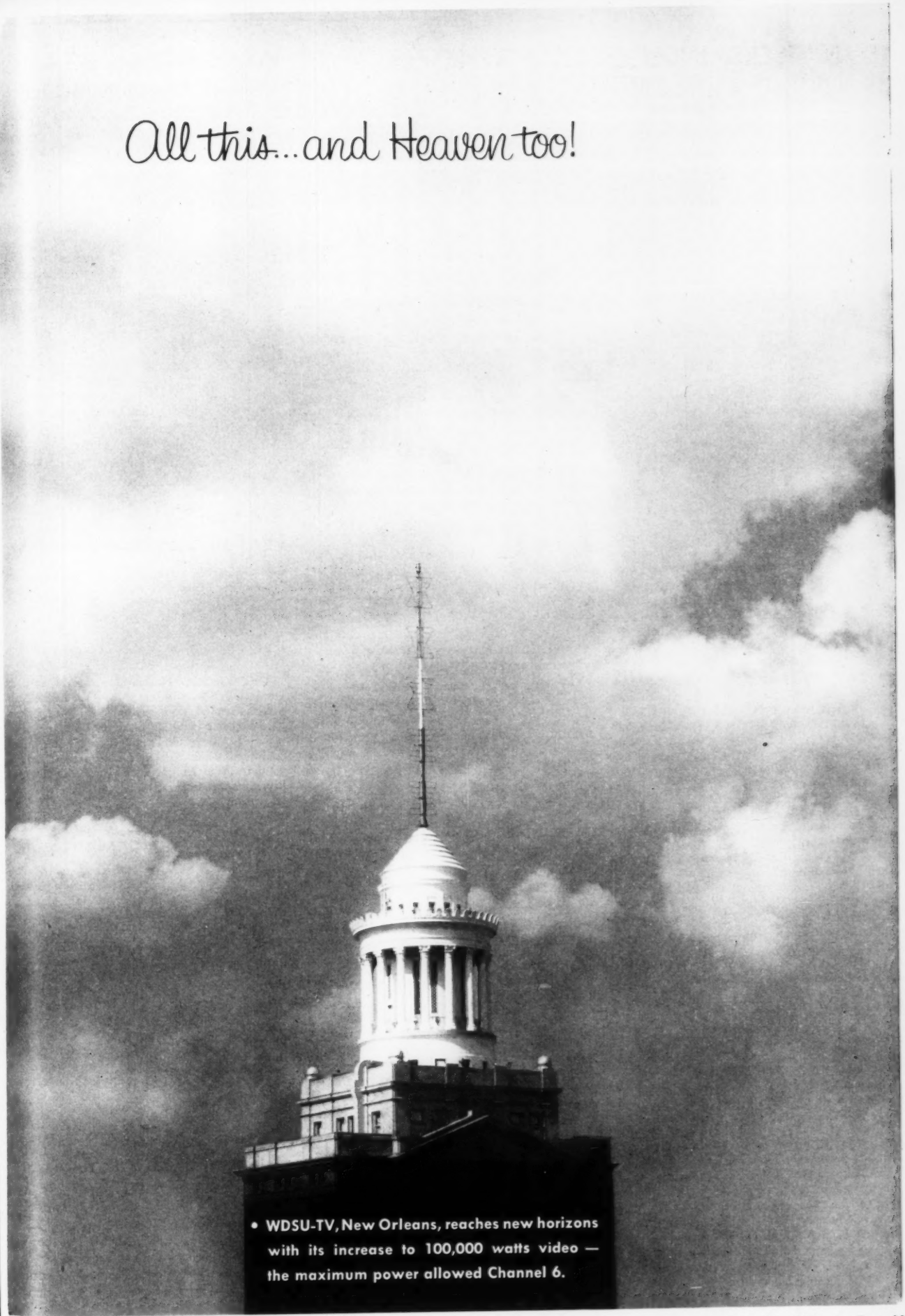
WGN; KASI Ames, Iowa; KCRG Cedar Rapids; KIOA Des Moines; WGIL Galesburg, Ill.; KXIC Iowa City; KFSB Joplin, Mo.; KOKX Keokuk; WASK Lafayette, Ind.; KWPC Muscatine, Iowa; WSIV Pekin, Ill.; WGEM Quincy, Ill.; KRES St. Joseph, Mo.; KISD Sioux Falls, S. D.; WJVA Mishawaka, Ind.; WMAY Springfield, Ill.; WTHI Terre Haute, Ind.; WKID Urbana, Ill.; WDZ Decatur, Ill.

Standard also will sponsor 10 games of the U. of Colorado on KOA Denver; 10 U. of Nebraska games on KFAB Omaha; nine U. of Iowa contests on WHO Des Moines; nine U. of Wisconsin games on WTMJ Milwaukee, and nine U. of Wichita games on KWBB Wichita.

Agency is McCann-Erickson Inc., Chicago.

PROFESSIONAL football contests this fall will get the nationwide coverage indicated on this map under sponsorship of Westinghouse Electric Corp. The manufacturing concern has set up a network of approximately 87 stations to carry the National Football League games. This is the first time in history that the professional end of the sport has had regular scheduled coverage over the U. S. Westinghouse anticipates typical-weekend TV audience at 35 million.

All this...and Heaven too!



• WDSU-TV, New Orleans, reaches new horizons with its increase to 100,000 watts video — the maximum power allowed Channel 6.

ADVERTISERS, INDUSTRY SEE RENEWAL OF 'LOCAL VS. NATIONAL' RATE ISSUE

Policy of national advertisers 'farming out' their spot budgets to dealers for time purchases at local rates draws fire from representatives surveyed by B•T. Dispute comes to the fore again with Chicago Chevrolet Dealers' purchase of campaigns there.

RADIO and television are facing a renewed assault on their industry rate structure because more and more large national advertisers are, in effect, farming out their spot budgets to dealers and distributors for time purchases at local card rates.

This is the consensus of a number of midwest radio-TV station representatives checked by B•T last week on a relatively little publicized aspect of "rate-cutting."

While the practice is not a new one, either in its concept or application, representatives were unanimous in their belief that the twin broadcast media face a fight reminiscent of that waged against the nation's newspapers some years ago.

The station representatives described the situation as "serious" and at least one suggested the practice might well be pursued through the Station Representatives Assn. Many feel it will hurt spot business (programs and announcements) at the local level, but acknowledge, too, that stations themselves should clean house.

All of them conceded that the practice, which is growing by leaps and bounds, is just another phase of rate-cutting and that, if unchecked, would have an adverse effect on the industry's national rate structure.

Evidence of growing concern among station representatives first manifested itself in Chicago last July with the report that some automobile manufacturers and breweries have ordered national campaigns, then urged their dealers to by-pass representatives and agencies and place business directly with stations. [CLOSED CIRCUIT, July 13].

Want Redefinitions

One conclusion drawn by most representatives is that the terms "national" and "local" should be redefined at the agency and station level. Most common suggestion was that the terms "general" and "retail" should be applied.

When should the national rate apply? Some representatives think it depends a lot on the technique of national distribution employed by manufacturers.

The growth of the practice was attributed by one midwest representative firm to the increasing number of dealer associations connected with name-brand manufacturers. Another is the emergence of associations representing certain product groups.

The issue is academic in some instances, it's acknowledged, because many stations, especially major network outlets in large cities, maintain a single rate for both national and local. But stations in smaller markets are offering local rates to national advertisers as a strictly competitive measure and, in some cases, out of "ignorance," B•T was told.

The whole issue emerged again last week with the announcement of a 26-week campaign by the Chicago Metropolitan Dealers Chevrolet Club (Chevrolet Dealers Assn.). The campaign calls for 50 spots per week on four Chicago radio outlets and 21 spots weekly on the four local TV stations, as well as broadcasts of college football games this fall.

The organization represents some 93 dealers within a 50-mile radius of Chicago. The account was placed through Campbell-Ewald Co. as a local campaign to boost the sales of new and used cars. A similar national advertising car for the same purpose reportedly was under consideration at the agency's Detroit office.

J. J. Hartigan, media director of the agency, which represents numerous Chevrolet dealer groups throughout the country, described the Chicago drive as a "local campaign." The agency's Chicago office, which handles the local campaign, also characterized it as a local drive for all media, although ostensibly the purpose of both the local and contemplated national programs is the same. The major radio outlets signed for the spot drive maintain a single national-local rate card, thus rendering the issue academic in those cases.

Commissions Deprived

But station representatives contacted by B•T claim that, in some instances, both agency and representative firms are deprived of their commissions when dealers or distributors go directly to the stations—sometimes even after the agency draws up a national campaign. Stations naturally offer competitive rates on spot (either programs or announcements).

One representative told how a certain cereal manufacturer operated in one case. Dealers obtained local rates and sent the bill to the manufacturer who, in turn, passed it on to the agency which then added its 15% commission.

Another example cited was that of a large petroleum company whose dealers insisted on the local rate for radio spots, despite the fact that the firm enjoys national distribution. Another factor mentioned by representatives is the coverage area claimed by some stations taking such business, with the signal bounding over beyond local retail territory.

Dealers, without prompting from manufacturers, are approaching stations for local rates, fully aware they can buy perhaps 50% more spots dollarwise, than if the money were allocated through agencies at the factory budget level, one representative told B•T.

Another phase of the assault on spot radio, another representative told B•T, involves associations or organizations of institutional nature. These advertisers turn out volumes of publicity and buy network shows. Then they circularize home economists with recipes to be used on homemakers' shows rather than buy spot participations.

The train of thought among station representatives contacted by B•T in the Midwest on the practice of some manufacturers having their dealers buy spots at local rates seemed to be:

Manufacturers themselves are at least sympathetic to if not active on behalf of such a practice by dealers. Agencies and representatives aren't particularly happy about it. And the first line of defense is still the radio station itself—competition or not.

Henry Schachte Leaves Borden To Join Sherman & Marquette

HENRY SCHACHTE, director of advertising, Borden Co., New York, will join Sherman & Marquette, New York, as vice president and account supervisor, effective in early September.

Mr. Schachte

Mr. Schachte was named Borden's director of advertising in January 1952. Prior to that he was national advertising manager of the firm. Before joining Borden's in 1947, he was with Young & Rubicam as account executive on the Borden account.

Two years before that he was with General Electric Co. in Schenectady for seven years, first as an industrial advertising copywriter and later as head of public relations advertising.

Hat Firm To Use TV For Fall Showing

LARGE screen television in color will be employed by Frank H. Lee Co., hat manufacturers of Danbury, Conn., to pre-show its 1954 spring line to dealers and other men's fashion authorities in New York on Sept. 30. The closed-circuit telecast will be handled by Theatre Network Television Inc.

TNT President Nathan L. Halpern said the preview, to be witnessed by an expected 500 persons at New York's Hotel Plaza, will "launch the regular use of large-screen color television by TNT for business and commercial organizations. We expect that this method will develop into an important use of television as a business communications system."

Ratner to McCann-Erickson

VICTOR RATNER of Theatre Network Television Inc., formerly vice president of Macy's department store, New York, and before that with CBS, on Sept. 7 joins McCann-Erickson, New York, in the creative department as a copy group head. Mr. Ratner will be engaged primarily in printed advertising, it has been announced.

Mr. Ratner

RCA Sells Football Series

JAMESVILLE Zone Chevrolet Dealers Assn. is sponsoring *Touchdown Tips*, RCA's quarter-hour syndicated football radio series, on 35 stations in Wisconsin and Illinois, via the Wisconsin Network, RCA Recorded Program Services announced Thursday. The 13-week contract was arranged by George Frechette, managing director of the Wisconsin Network.

Milwaukee is switching to WCAN-TV

The line forms to the left for Channel 25. And, all over town, Milwaukeeans by the thousands are flocking to get in line . . . for they *want* to see WCAN-TV.

In person and on the phone, Milwaukee is making arrangements to have its TV sets ready for WCAN-TV. New sets are being bought, old sets adapted, ALL FOR CHANNEL 25.

Skeptical? So were we until we got in line with Milwaukee. From the ever reliable party line*, we learned that 16 percent of the people called already have adapted their TV sets for Channel 25. What's more, an additional 46.1 percent said they will be ready for WCAN-TV within 3 months. **This means, in round numbers, that nearly 70,000 TV sets are ready NOW, and 192,000 more will be ready for Channel 25 within 3 months.**

So, get in line with Milwaukee by lining up with WCAN-TV.

WCAN-TV

CBS TELEVISION

*An impartial telephone survey supervised by Dr. A. A. Suppan, Director of Extension program Wisconsin State College.

For WCAN-TV is catching the eye in Milwaukee

channel 25 Milwaukee

represented nationally by O. L. Taylor & Co.
Alex Rosenman, New York, Business Mgr.

Ellis T. Gash Dies

FUNERAL services were held in Chicago Thursday for Ellis T. Gash, 52, vice president of Burnet-Kuhn Advertising Co., who died of a heart attack last Tuesday. A veteran of the advertising field for over 25 years, Mr. Gash once operated his own agency before joining Burnet-Kuhn. He is survived by his wife, Katherine, and a daughter.

NEW BUSINESS

Gillette Co. signs to sponsor Friday evening boxing bouts over ABC radio for 10th straight year, starting Sept. 4 for 39 weeks, Fri., 10 p.m. to conclusion. Agency: Maxon Inc., N. Y.

Sunkist Growers Inc., L. A., (Valencia oranges), starts concentrated national spot announcement campaign in 52 TV and 12 radio markets, for two weeks from week of Sept. 6. Agency: Foote, Cone & Belding Inc., L. A.

Procter & Gamble, Cincinnati (Lilt), was to start spot radio and TV campaign yesterday (Sun.) in six markets for an indefinite period, using both daytime and evening. Agency is Biow Co., N. Y.

Hamilton Watch Co., Lancaster Pa., will sponsor half-hour *Jewelry Showcase* program on DuMont's owned-and-operated stations, WABD (TV) New York; WDTV (TV) Pittsburgh and WTTG (TV) Washington, starting next month, for a total of 21 telecasts. **Pacific Coast Borax Co.,** N. Y., will sponsor half-hour *Death Valley Days* on same stations, starting next month, for total of 13 telecasts. Agencies are BBDO (Hamilton) and McCann-Erickson (Pacific Coast Borax).

Hills Bros., S. F. (coffee), renews *Woman's News Desk* on 45 Columbia Pacific Radio Network stations, Mon. through Fri., 3-3:05 p.m. PST, for 52 weeks from Sept. 21. Agency: N. W. Ayer & Son.

Block Drugs, through Cecil & Presbrey, N. Y., will replace **Crosley** as co-sponsor of Harry Salter's *Name That Tune* on NBC-TV Mon., 8-8:30 p.m., effective Sept. 7.

Cat's Paw Rubber Co., Baltimore, signs for alternate-week 10 minutes of NBC-TV's *Your Show of Shows*, Sat., 9-10:30 p.m.

North American Van Lines Inc., L. A., adds 26 CBS Radio Arizona and Mountain stations and two in Alaska to 18 station CPRN lineup carrying *CBS Radio News Room, Sunday Desk*, Sun., 5:30-6 p.m. PDT. Agency: Joseph Castor & Assoc., that city.

AGENCY APPOINTMENTS

Sayres Crest Co., Seattle, appoints West-Marquis Inc., Seattle, to handle nationwide advertising campaign for two new products: Fabri-Kit, build-it-yourself package of furniture parts, and sets of wrought-iron legs to be sold by lumber yards. **Stuart Nicholson** is account executive. Radio and TV will be used.

Raymond's Inc., Boston department store, appoints Ingalls-Miniter Co., Boston, to handle advertising. **W. J. Haughey,** vice president, and **Glen C. Livezey,** assistant to president, are associate account executives.

Heidelberg Brewing Co., Tacoma, Wash. (Heidelberg Beer and Columbia Ale), appoints Hoefer, Dieterich & Brown Inc., S. F., as advertising agency for firm's California activities. **James A. Brown** is account executive.

PULSE UTILIZES NEW TECHNIQUE TO FIND UHF AUDIENCE FOR WHUM-TV

Pilot study for the Reading, Pa., outlet is designed to avoid most of the pitfalls which can be encountered in getting accurate figures for a uhf audience.

PULSE Inc., audience measurement organization, today (Monday) is issuing a report on a pilot survey made for WHUM-TV Reading (uhf Ch. 61), utilizing a new survey technique of physical receiver checks plus interviews that Pulse believes will provide generally satisfactory information about uhf station audiences.

Operators of uhf TV stations have been frustrated by the difficulties they have encountered in obtaining reliable information about their audiences. First, the highly competitive attitude of the various manufacturers of receivers and converters prevents the ready release of figures regarding the sale and installation of all-wave TV sets or converters which would provide the station with potential audience figures.

Converted Set Problem

Next problem, in areas that have vhf TV service already in operation, arises from the fact that most of the audience for uhf programs will come from converted vhf sets. These receivers have dials calibrated from 2 to 13, the vhf channels, one or more of them used in receiving programs from vhf stations. In converting the receiver for uhf reception as well, the serviceman can bring the uhf in at any point of the dial not used for vhf reception.

This means that a uhf station operating on Ch. 61, for example, will be tuned in by one family at Ch. 2 on its receiver dial, while the family next door may get the same programs on Ch. 7 and the family down the street on Ch. 13. An interviewer collecting program audience statistics who accepts reported channel numbers as indication of listening will, under these conditions, wind up with a batch of very confusing and utterly useless information, at least so far as the uhf audience is concerned.

Well aware of these problems since his station went on the air early this year, Humboldt J. Greig, president and general manager of WHUM-AM-TV, asked Pulse to devise a solution and employed that research organization to conduct a pilot survey within WHUM-TV's coverage area, including some 760,000 homes, to validate its method and to provide the station with (1) an estimate of the number of TV receivers in the area capable of receiving Ch. 61, (2) the position on the dial on which Ch. 61 was received, and (3) share of audience figures for the principal stations serving the area.

The Pulse report stated that:

"Interviewers found WHUM-TV not only on Ch. 61 but on nine different dial positions throughout the area. Many uhf stations are received on vhf converted sets with the usual channel numbers 2-13. This emphasizes the need for the personal interview in the home in order to determine absolutely which stations the set can deliver. The presence of uhf plus community antenna systems in this area necessitate this procedure."

The pilot study discovered that 100,550 homes could receive WHUM-TV programs at the time of the survey, a total that Pulse projected to 110,600 TV homes as of Sept. 1. Adding the portion of the station's area not covered in the first survey, Pulse calculates that the station has overall coverage of 127,350 homes able to receive its programs.

Godfrey's Return Propels 'Friends' to Top ARB Spot

RETURN of Arthur Godfrey to his Wednesday evening *Godfrey and Friends*, zoomed that show to the top of American Research Bureau ratings for the week of Aug. 1-7. Reaching over 34 million viewers, the TV show earned the best rating in its history. During the high-viewing winter months, *Godfrey and Friends* reached about 32 million individuals and the last week in June, with Mr. Godfrey away, the show counted only 24 million.

ARB Director James W. Seiler also announced that effective immediately ARB will begin TV audience coverage reports in 35 individual markets and by March of next year will expand its service to include 60 cities. ARB will continue to report national TV audience figures twice each month.

The ARB ratings for Aug. 1-7:

	Program and Network	Viewers
1	Godfrey and Friends (CBS)	34,280,000
2	Racket Squad (CBS)	31,590,000
3	Toast of the Town (CBS)	29,340,000
4	Dragnet (NBC)	27,960,000
5	Best of Groucho (NBC)	26,290,000
6	Talent Scouts (CBS)	24,920,000
7	Television Playhouse (NBC)	24,620,000
8	What's My Line? (CBS)	23,120,000
9	Robert Montgomery Presents (NBC)	19,810,000
10	Burns and Allen (CBS)	19,250,000

	Program and Network	Rating
1	Godfrey and Friends (CBS)	48.9
2	Dragnet (NBC)	48.6
3	Racket Squad (CBS)	48.2
		45.0
5	What's My Line? (CBS)	41.0
6	Best of Groucho (NBC)	40.1
7	Toast of the Town (CBS)	38.6
8	Mr. and Mrs. North (CBS)	37.5
9	Television Playhouse (NBC)	35.7
10	Burns and Allen (CBS)	31.5

'Dragnet,' 'Howdy-Doody' Top July 6-12 Telepulse

NBC-TV's *Dragnet* led the list of weekly television programs in the Multi-Market Telepulse for July 6-12 while its *Howdy Doody* was first among multi-weekly shows, according to ratings released last week by the Pulse Inc. The ratings:

TOP FIFTEEN ONCE-A-WEEK SHOWS

		Program Average Rating	
		July	June
1	Dragnet (NBC)	33.5	41.2
2	Racket Squad (CBS)	32.1	
3	Best of Groucho (NBC)	30.4	41.7
4	Godfrey and His Friends (CBS)	29.3	34.7
5	Godfrey's Talent Scouts (CBS)	29.1	38.5
6	TV Playhouse (NBC)	27.1	31.8
7	What's My Line? (CBS)	27.0	32.7
8	My Little Margie (CBS)	25.5	29.2
9	Toast of the Town (CBS)	25.3	
10	Boxing (CBS)	25.0	
11	Ford Theatre (NBC)	24.6	
12	Burns and Allen (CBS)	24.4	30.2
13	Studio 1 Summer Theatre (CBS)	24.2	
14	Strike It Rich (CBS)	23.4	
15	This Is Your Life (NBC)	23.2	

TOP TEN MULTI-WEEKLY SHOWS

		Program Average Rating	
		July	June
1	Howdy Doody (NBC)	13.3	15.6
2	Camel News Caravan (NBC)	11.5	13.1
3	Captain Video (DuM)	10.0	12.1
4	Strike It Rich (CBS)	10.0	11.2
5	Search for Tomorrow (CBS)	9.7	10.5
6	Eddie Fisher (NBC)	9.5	10.3
7	Love of Life (CBS)	9.5	
8	Guiding Light (CBS)	9.3	
9	TV's Top Tunes (CBS)	9.0	
10	Bride and Groom (CBS)	8.9	

YOU MIGHT GET A 175-POUND WOLF*—

BUT...

YOU WON'T GET MUCH IN WESTERN MICHIGAN! WITHOUT THE FETZER STATIONS

WKZO-TV (80,000 WATTS VIDEO—40,000 WATTS AUDIO)

WKZO-TV, Channel 3, is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. WKZO-TV effectively serves more than 300,000 television homes in 27 Western Michigan and Northern Indiana counties —a far larger *television* market than is available in and around such "big" cities as Miami, New Orleans or Houston. New Videodex, Nielsen and Pulse reports prove that WKZO-TV is far ahead of the next Western Michigan TV station. One example: The April, 1953 Pulse shows that WKZO-TV gets far more than *twice* as many *morning* viewers (138.5% more) as Station "B" —108.0% more *afternoon and evening* viewers!

WKZO-WJEF RADIO

WKZO, Kalamazoo, and WJEF, Grand Rapids, give you maximum radio coverage of Western Michigan, at minimum cost.

The March, 1953 Nielsen Report credits WKZO-WJEF with a 12-county audience of 130,530 nighttime homes —151,050 daytime homes. In Kalamazoo and Grand Rapids, alone, February, 1953 Pulse figures show that WKZO-WJEF get 41% of the morning audience, 41% of the afternoon, and 40% of the nighttime, while the next-best two-station combination gets only 24%, 20% and 29%. *Yet WKZO-WJEF cost 12.2% less than this same "competitive" combination!*

Write direct or ask your Avery-Knodel man for *all* the Fetzer facts.

**A wolf weighing slightly over 175 pounds was killed on Seventy Mile River in Alaska.*

WJEF tops IN GRAND RAPIDS AND KENT COUNTY (CBS RADIO)

WKZO-TV tops IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO tops IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

Six Evenings A Week . . .
Sunday through Friday
Half-hour 'Famous Playhouse'
Mystery-Romance-Adventure
11:05-11:35 P.M.
(Following News-Sports-Weather 11:00-11:05 P.M.)

Participation or Program Sponsorship available on Mondays, Tuesdays & Thursdays

Package includes "City Detective" and other M.C.A. films, and "Cases of Eddie Drake".

NOW ON MAXIMUM POWER

In Maryland Most People Watch **WMAR-TV**

CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by **THE KATZ AGENCY, Inc.** New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

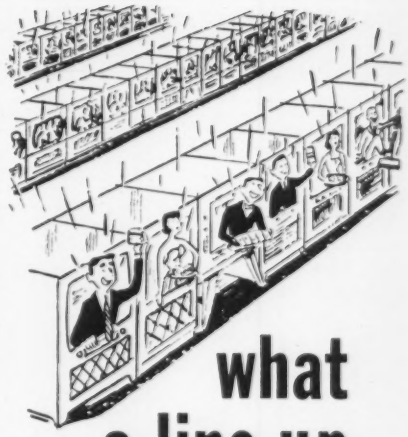
TELESTATUS®

Weekly TV Set Summary—Aug. 31, 1953—Telecasting Survey

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Totals for stations in each city represent sets claimed within total coverage areas of stations listed there. Coverage areas may embrace cities other than those where stations are listed, and no attempt is made here to define geographical limitations of station coverage or to identify cities within signal reach of stations that cover more than one city. Stations are listed in cities where they are licensed. Where coverage areas of stations in different cities overlap, set counts may be partially duplicated. If set estimates differ among stations in same city, separate figures are shown for each. Total U. S. sets in use, however, is unduplicated estimate.

City	Outlets on Air	Sets in Station Area vhf	uhf
ALABAMA			
Birmingham	WABT, WBRC-TV	161,000	.....
Mobile	WALA-TV	32,360	.....
	WKAB-TV	.....	36,000
Montgomery	WCOV-TV	.....	12,100
ARIZONA			
Mesa	KTYL-TV	71,500	.....
Phoenix	KPHO-TV	71,500	.....
Tucson	KOPO-TV	12,721	.....
ARKANSAS			
Fort Smith	KFSA-TV	.....	.....
Little Rock	KRTV	.....	30,000
CALIFORNIA			
Bakersfield	KAFY-TV	.....	20,000
Fresno	KMJ-TV	.....	33,350
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV	1,632,010	.....
	KETH *	.....	.....
San Diego	KFMB-TV	184,700	.....
San Francisco	KGO-TV, KPIX, KRON-TV	688,860	.....
San Luis Obispo	KVEC-TV	.....	.....
Santa Barbara	KEYT	371,332	.....
COLORADO			
Colorado Springs	KKTV	30,253	.....
Denver	KBTV, KFEL-TV	158,350	.....
Pueblo	KCSJ-TV	30,000	.....
	KDZA-TV	23,000	.....
CONNECTICUT			
Bridgeport	WICC-TV	.....	12,149
New Britain	WKNB-TV	.....	74,050
New Haven	WNHC-TV	635,190	.....
DELAWARE			
Wilmington	WDEL-TV	146,391	.....
DISTRICT OF COLUMBIA			
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	467,000	.....
FLORIDA			
Ft. Lauderdale	WFTL-TV	.....	.....
Jacksonville	WMBR-TV	131,560	.....
Miami	WTVJ	181,000	.....
St. Petersburg	WSUN-TV	.....	.....
GEORGIA			
Atlanta	WAGA-TV, WSB-TV, WLWA	330,000	.....
Macon	WETV (TV)	.....	7,500
Rome	WROM-TV	75,500	.....
HAWAII			
Honolulu	KGMB-TV, KONA	34,000	.....
IDAHO			
Boise	KIDO-TV	.....	.....
ILLINOIS			
Belleville	WTVI	.....	100,000
Chicago	WBBM-TV, WENR-TV, WGN-TV, WNBQ	1,575,000	.....
Decatur	WTVP	.....	13,000
Peoria	WEEK-TV	.....	81,748
Rockford	WTVO	.....	42,000
Rock Island	WHBF-TV	212,000	.....
INDIANA			
Bloomington	WTTV	237,315	.....
Indianapolis	WFBM-TV	382,000	.....
Lafayette	WFAM-TV	.....	17,000
Muncie	WLBC-TV	.....	28,150
South Bend	WSBT-TV	.....	66,489
IOWA			
Ames	WOI-TV	139,807	.....
Davenport	WOC-TV	215,000	.....
Sioux City	KVTV	56,896	.....
KANSAS			
Hutchinson	KTVH	43,206	.....
Wichita	KEDD	.....	.....
KENTUCKY			
Louisville	WAVE-TV	286,695	.....
	WHAS-TV	205,544	.....
LOUISIANA			
Baton Rouge	WAFB-TV	.....	28,600
Monroe	KFAZ-TV	.....	10,000
New Orleans	WDSU-TV	200,400	.....
MAINE			
Bangor	WABI-TV	31,500	.....
Portland	WPMT	.....	.....

City	Outlets on Air	Sets in Station Area vhf	uhf
MARYLAND			
Baltimore	WAAM, WBAL-TV, WMAR-TV	491,976	.....
MASSACHUSETTS			
Boston	WBZ-TV, WNAC-TV	1,078,445	.....
Springfield	WHYN-TV, WWLP	.....	55,000
MEXICO			
Matamoros (Brownsville, Tex.)	XELD-TV	31,200	.....
Tijuana (San Diego, Calif.)	XETV	211,920	.....
MICHIGAN			
Ann Arbor	WPAG-TV	.....	9,200
Battle Creek	WBKZ-TV	.....	55,924
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	1,001,000	.....
Grand Rapids	WOOD-TV	254,201	.....
Kalamazoo	WKZO-TV	304,615	.....
Lansing	WJIM-TV	224,000	.....
Saginaw	WKNX-TV	.....	35,700
MINNESOTA			
Austin	KMMT	.....	.....
Duluth	WFTV	.....	24,200
Minneapolis	WCCO-TV	388,500	.....
St. Paul	KSTP-TV	388,500	.....
Rochester	KROC-TV	39,000	.....
MISSISSIPPI			
Jackson	WJTV	.....	21,667
MISSOURI			
Kansas City	WDAF-TV, KMBC-TV, WHB-TV	305,253	.....
	KCTY	.....	45,145
St. Louis	KSD-TV	526,000	.....
Springfield	KTTS-TV	23,917	.....
NEBRASKA			
Lincoln	KFOR-TV, KOLN-TV	60,000	.....
Omaha	KMTV, WOW-TV	194,604	.....
NEVADA			
Las Vegas	KLAS-TV	.....	.....
NEW JERSEY			
Atlantic City	WFPG-TV	.....	13,138
Newark	WATV	3,520,000	.....
NEW MEXICO			
Albuquerque	KOB-TV	30,394	.....
Roswell	KSWS-TV	7,000	.....
NEW YORK			
Binghamton	WNBF-TV	149,909	.....
Buffalo	WBEN-TV	533,306	.....
	WBUF-TV	.....	24,631
Elmira	WTVE	.....	6,386
New York	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX	3,550,000	.....
Rochester	WHAM-TV	190,000	.....
Schenectady	WRGB	276,500	.....
Syracuse	WHEN, WSYR-TV	220,822	.....
Utica	WKTV	120,000	.....
NORTH CAROLINA			
Asheville	WISE-TV	.....	.....
Charlotte	WBTV	340,546	.....
Greensboro	WFMY-TV	177,427	.....
Raleigh	WNAO-TV	.....	16,400
NORTH DAKOTA			
Fargo	WDAY-TV	.....	.....
Minot	KCJB-TV	7,004	.....
OHIO			
Akron	WAKR-TV	.....	26,121
Cincinnati	WCPO-TV, WKRC-TV, WLWT	430,000	.....
Cleveland	WEWS, WNBK, WXEL	777,751	.....
Columbus	WBNS-TV, WLWC, WTVN	306,950	.....
Dayton	WHIO-TV, WLWD	278,000	.....
Lima	WLOK-TV	.....	12,497
Toledo	WSPD-TV	228,000	.....
Youngstown	WFMJ-TV, WKBN-TV	.....	71,928
Zanesville	WHIZ-TV	.....	8,000
OKLAHOMA			
Lawton	KSWO-TV	30,587	.....
Okla. City	WKY-TV	221,408	.....
Tulsa	KOTV	145,600	.....



what a line up..

382,000 STRONG!

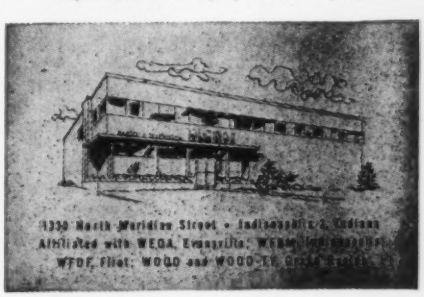
WFBM-TV'S audience is growing every day. That means more and more people are waiting for your sales message.

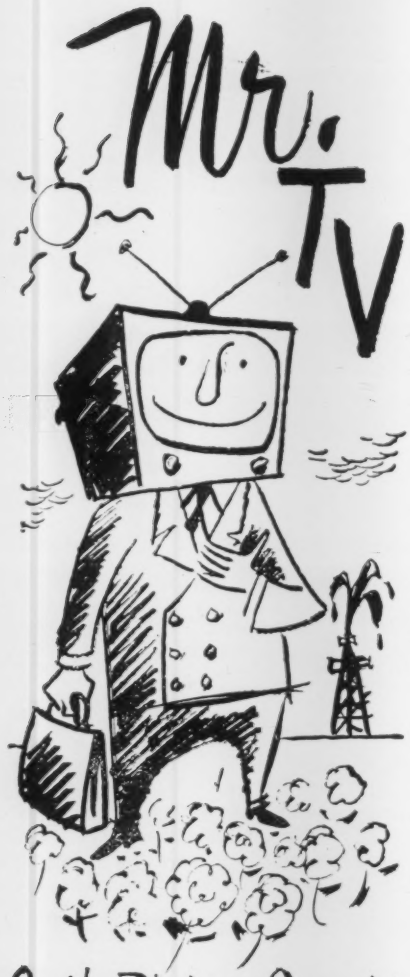
~~2,500~~ ~~60,000~~ ~~90,000~~ today

there are 382,000 sets in use in the rich market covered by

WFBM-TV
Indianapolis

Represented nationally by The Katz Agency





South-Plains Specie

He is as natural on the South Plains as jackrabbits and oil wells. His audience has grown in Texas-style leaps and bounds.

Here is an entertainment hungry market with the third largest per capita income in the nation!

Naturally TV caught on quick. Advertisers caught on quick and KDUB-TV, FIRST IN WEST TEXAS, has your South Plains market.

signed, sealed and channeled.

W. D. "DUB" ROGERS — President
MIKE SHAPIRO — Commercial Mgr.

EFFECTIVE POWER
35,000 WATTS VISUAL
17,500 WATTS AURAL

Avery-Knodel, Inc.
National Representative

affiliates: Paramount DuMont

FACTS & FIGURES

City	Outlets on Air	Sets in Station Area vhf	uhf
OREGON			
Medford	KBES-TV	.....	.....
Portland	KPTV	.....	106,806
PENNSYLVANIA			
Altoona	WFBG-TV	182,597	.....
Bethlehem	WLEV-TV	.....	31,636
Easton	WGLV	.....	.....
Erie	WICU	196,760	.....
Harrisburg	WHP-TV, WTPA	.....	66,400
Johnstown	WJAC-TV	675,020	.....
Lancaster	WGAL-TV	230,853	.....
New Castle	WKST-TV	.....	42,391
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,263,000	.....
Pittsburgh	WDTV	683,000	.....
	WENS, WKJF-TV	.....	.....
Reading	WEEU-TV	.....	.....
	WHUM-TV	.....	100,000
Scranton	WGBI-TV, WTVU	.....	50,000
Wilkes-Barre	WBRE-TV	.....	100,424
York	WSBA-TV	.....	61,330
RHODE ISLAND			
Providence	WJAR-TV	1,043,320	.....
SOUTH CAROLINA			
Charleston	WCSC-TV	25,000	.....
Columbia	WCOS-TV	.....	24,825
Greenville	WGVL	.....	28,183
SOUTH DAKOTA			
Sioux Falls	KELO-TV	34,268	.....
TENNESSEE			
Memphis	WMCT	215,163	.....
Nashville	WSM-TV	120,505	.....
TEXAS			
Abilene	KRBC-TV	.....	.....
Amarillo	KFDA-TV, KGNC-TV	28,305	.....
Austin	KTBC-TV	42,374	.....
Dallas	KRLD-TV, WFAA-TV	295,000	.....
El Paso	KROD-TV, KTSM-TV	27,991	.....
Ft. Worth	WBAP-TV	261,851	.....
Galveston	KGUL-TV	235,000	.....
Houston	KPRC-TV, KUHT *	265,000	.....
Lubbock	KCBD-TV, KDUB-TV	30,032	.....
San Angelo	KTXL-TV	4,500	.....
San Antonio	KEYL, WOAI-TV	151,675	.....
Texarkana	KCMC-TV	9,469	.....
Tyler	KETX	.....	.....
Wichita Falls	KFDX-TV, KWFT-TV	39,500	.....
UTAH			
Salt Lake City	KDYL-TV	127,200	.....
	KSL-TV	129,700	.....
VIRGINIA			
Lynchburg	WLVA-TV	73,154	.....
Norfolk	WTAR-TV	192,680	.....
Richmond	WTVR	172,467	.....
Roanoke	WSLS-TV	87,000	.....
WASHINGTON			
Bellingham	KVOS-TV	25,000	.....
Seattle	KING-TV	275,600	.....
Spokane	KHQ-TV, KXLY-TV	35,923	.....
Tacoma	KMO-TV, KTNT-TV	281,112	.....
Yakima	KIMA-TV	.....	2,500
WEST VIRGINIA			
Huntington	WSAZ-TV	220,594	.....
WISCONSIN			
Green Bay	WBAY-TV	64,096	.....
Madison	WKOW-TV	.....	.....
	WMTV	.....	10,000
Milwaukee	WTMJ-TV	447,432	.....
Oshkosh	WOSH-TV	.....	4,000

Total Stations on Air 224 *
Total Cities with Stations on Air 160 *
Total Sets in Use 26,812,016

* Includes XELD-TV Matamoros and XETV Tijuana, Mexico, and educational stations KETH Los Angeles and KUHT Houston.

TRENDEX QUESTIONS 'WHO TURNS IT ON?'

EXPANSION of the Trendex "TV Program Popularity Report" to include an "Index of TV Program Selection"—showing who turned the program on—was announced by Trendex last week.

The firm said pilot studies based on the question, "Who in your home selected this program?", had been compared with existing audience composition breakdowns, and that "in many cases the differences are startling."

For example, it was pointed out, in the case of a situation comedy sponsored by a cigarette manufacturer the audience had been found to be 27% men, 43% women and 30% children. But, Trendex continued, the new "Index of TV Program Selection" showed 12% of those who selected the show were men, 24% were women, and 52% were children, with a 4% having indicated the selection was unanimous while 8% said they had been watching the preceding program and left the set on.

"In addition to the many effectively planned commercial programs on the air now," Trendex concluded, "it is apparent from the above that some cases do exist where the advertiser is not even coming close to his potential buyer.

"The new index is offered to Trendex subscribers not as a conclusion in itself, but as another tool to eliminate 'blue sky' buying or selling of programs, and to aid in sound, carefully planned programming by the networks and their clients."

'Norths,' 'People Are Funny' Top July 19-25 Nielsen AM

MIDSUMMER radio network ratings were led by *Mr. and Mrs. North* and *People Are Funny*, according to National Nielsen Ratings for the Week of July 19-25. Complete ratings show:

Rank	Program	Homes Reached (000)
EVENING, ONCE-A-WEEK		
	(Average For All Programs)	(1,208)
1	Mr. and Mrs. North (CBS)	2,327
2	People Are Funny (CBS)	2,327
3	Dr. Christian (CBS)	2,238
4	Best of Groucho (NBC)	1,925
5	Yours Truly, Johnny Dollar (CBS)	1,880
6	Great Gildersleeve (NBC)	1,790
7	Arthur Godfrey's Scouts (CBS)	1,790
8	Truth or Consequences (NBC)	1,745
9	My Little Margie (CBS)	1,701
10	F.B.I. in Peace and War (CBS)	1,656
EVENING, MULTI-WEEKLY		
	(Average For All Programs)	(806
1	News of the World (NBC)	1,522
2	One Man's Family (NBC)	1,477
3	Lowell Thomas (CBS)	1,298
WEEKDAY	(Average For All Programs)	(1,522)
1	Guiding Light (CBS)	2,685
2	Our Gal, Sunday (CBS)	2,551
3	This Is Nora Drake (Seeman) (CBS)	2,551
4	Wendy Warren and the News (CBS)	2,506
5	Romance of Helen Trent (CBS)	2,506
6	Ma Perkins (CBS)	2,506
7	Arthur Godfrey (Liggett & Myers) (CBS)	2,506
8	Aunt Jenny (CBS)	2,372
9	This Is Nora Drake (Toni) (CBS)	2,327
10	Perry Mason	2,283
DAY, SUNDAY	(Average For All Programs)	(582)
1	Hour of Decision (ABC)	1,164
2	World Music Festivals (CBS)	895
3	Old-Fashioned Revival Hour (ABC)	850
DAY, SATURDAY	(Average For All Programs)	(1,253)
1	Theatre of Today (CBS)	2,551
2	Stars Over Hollywood (CBS)	2,372
3	City Hospital (CBS)	1,969

Copyright 1953 by A. C. Nielsen Co.

Put the 3rd dimension into UHF/VHF station planning—

—with RCA *exact scale* MODELS

- You see the station as it actually will look
- You can work out layouts faithfully and accurately—plan with confidence
- You work with exact replicas of RCA's newest UHF and VHF equipment

For UHF and VHF transmitter rooms

40 pages of paper cut-outs covering 7 different RCA UHF and VHF transmitters—25/20kw power amplifiers—50kw power amplifiers—input and monitoring equipments—transmitter consoles—power equipment, etc.

For studio and control rooms

22 pages of paper cut-outs on RCA Studio Cameras—16mm TV film projectors—a 35mm film projector—film cameras—program and audio-video consoles—transcription turntables—studio and film equipment racks, etc.

For copies of these indispensable UHF and VHF station-planning aids, call your RCA Broadcast Sales Representative. Or write on your broadcast station letterhead to Section 15-6, RCA Engineering Products, Camden, N. J.

Price $2.00 each

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N.J.**

USE OF RADIO, TV CO-OPS FAVORED BY MAJORITY, ANA STUDY FINDS

Total of 40 out of 72 advertisers studied make free provision for radio and 24 for TV, ANA study reveals. Percentagewise this represents 55.6% in radio and 33.3% in TV. ANA comparisons shown place newspapers first, radio second and TV fourth in co-op advertising. Popular '50-50' concept unsubstantiated.

A TOTAL of 40 advertisers out of 72 studied make free provision for use of radio in co-operative advertising, and 24 in the case of television, according to a special study issued fortnight ago by the Assn. of National Advertisers [B•T, Aug. 24].

These totals represent 55.6% in the case of radio and 33.3% in the case of TV.

In addition to these, the study showed that "with specific approval" the use of radio in co-op advertising was permissible in the case of three advertisers and the use of TV in the case of two. On the other hand, the use of radio as a form of co-op advertising was not allowed by three advertisers, and use of television was banned by one.

By comparison, it was shown that the use of newspapers was allowed freely by 66, or 91.7%, of the advertisers under study. With its 40, radio was second, while television with 24 was just behind third-place outdoor advertising with 25 (34.7%).

The popular concept of cooperative advertising as involving a 50-50 sharing of costs was not wholly substantiated in the ANA study, since dealer reimbursement was found to vary from 25% to 100% or more.

Nor was there uniformity in definition of "cooperative advertising" as practiced by the various groups.

Of the 40 advertisers who permitted the use of radio freely, nine allowed spot announcements only; of the 24 making provision for use of TV, eight allowed spot announcements only.

Among the advertisers who permitted the use of radio in co-op advertising without specific approval, four were in the drug and cosmetics class; eight were in the grocery, foods, candy, soaps and cleaners field; three were textiles and apparels type advertisers; four were "miscellaneous," covering silver, mattresses, paint, etc.; six were automotive, tires, gas and oils advertisers; 10 were "large appliance" dealers, and five were radio-TV advertisers.

Similarly, use of TV without specific approval was indicated by three drugs-cosmetics type advertisers; one in the grocery class; three in the textiles-apparels category; three of the "miscellaneous" group; none of the automotive groupings; nine in the large appliance category, and five radio-TV advertisers.

The study was prepared by the ANA's Co-operative Advertising Steering Committee and is for the use of ANA members only.

NETWORK GROSS GAINS IN JULY

PIB's July figures of more than $28 million surpass the radio and TV networks' totals for the same month in 1952.

GROSS time sales of the nationwide radio and TV networks during July totaled $28,177,768, a gain of 17.3% above the July 1952 gross of $24,016,059, according to figures on advertising expenditures for broadcast network time compiled by Publishers Information Bureau.

For the January-July period, 1953 gross time sales for the radio and TV networks total $215,244,777, up 9.8% from the 1952 gross of $196,122,923.

Radio network time sales for July topped those for the same month of last year by 7.1%, but for the seven-month period lagged 0.1% behind the 1952 gross. TV networks' sales for July were 26.4% ahead of July 1952; for January-July exceeded the 1952 gross by 16.0%. PIB's network-by-network tabulation follows:

ARF READIES RATING STUDY-1

The study, developed by ARF working committee No. 1, is due by mid or late October.

THE FIRST part of the Advertising Research Foundation's study of radio and TV rating methods tentatively is slated for mid or late October, ARF authorities said last week.

First of three scheduled parts, Book I will cover "What is wanted in audience size measurements; a delineation of the potentials of 10 different rating methods; a discussion of sampling size and sampling error in radio ratings and related topics," Fred Manchee, BBDO, retiring chairman of the ARF projects development committee, said in a report summarizing current activities.

This part, Mr. Manchee's report explained, represents that which "the ARF can carry on without special financing." (BAB has allocated $15,000 toward the estimated $25,000 project, provided the necessary remaining funds are obtained. Mr. Manchee said, "We hope to get the balance soon.")

The report, which accompanied the August newsletter of ARF President Edgar Kobak, pointed out that the rating methods committee's activities have been expanded, with three working committees totaling 20 members in addition to the 14-man main committee.

Working committee No. 1 is preparing Book I.

Committee No. 2 "plans to examine, by means of field and office observations, the work of the various rating services while their field work and tabulations are actually being done," the report said. "The purpose is to determine if the conduct of the work conforms to the standards established by the various practitioners."

Working committee No. 3 "proposes to analyze the ratings issued by the various services to determine, if possible, reasons for differences in ratings produced by the various methods as now practiced."

Mr. Manchee, retiring as ARF projects development committee chairman after serving since the committee was organized in March 1942, is succeeded in that post by Charles A. Pooler, Benton & Bowles. Mr. Manchee has been named projects progress advisor.

NETWORK RADIO

	JULY 1953	JULY 1952	JAN-JULY 1953	JAN-JULY 1952
ABC	$ 2,030,989	$ 2,372,710	$17,386,830	$21,776,426
CBS	4,869,719	3,920,643	36,157,392	33,561,072
MBS	1,657,463	1,339,276	12,833,256	11,601,956
NBC	3,494,330	3,621,810	28,227,119	27,805,744
TOTAL	$12,052,501	$11,254,439	$94,604,597	$94,745,198

★ ★ ★

NETWORK RADIO TOTALS TO DATE

	ABC	CBS	MBS	NBC	TOTAL
JAN.	$ 2,674,622	$ 5,156,404	$ 1,786,134	$ 4,260,555	$13,877,715
FEB.	2,538,663	4,670,089	1,638,075	3,813,602	12,660,429
MARCH	2,797,544	5,526,360	1,974,699	4,342,082	14,640,685
APRIL	2,637,364	5,375,243	1,974,359	4,196,009	14,182,975
MAY	2,593,923	5,333,481	1,994,358	4,141,070	14,062,832
JUNE	*2,113,725	*5,226,096	*1,808,168	3,979,471	*13,127,460
JULY	2,030,989	4,869,719	1,657,463	3,494,330	12,052,501
TOTAL	$17,386,830	$36,157,392	$12,833,256	$28,227,119	$94,604,597

NETWORK TELEVISION

	JULY 1953	JULY 1952	JAN-JULY 1953	JAN-JULY 1952
ABC	$ 1,299,471	$ 1,082,751	$11,175,743	$11,800,51
CBS	7,411,657	4,916,245	51,617,184	37,367,33
NBC	6,903,092	5,963,550	51,947,140	46,921,03
DuMont	511,047	799,074	5,899,113	5,288,84
TOTAL	$16,125,267	$12,761,620	$120,639,180	$101,377,73

★ ★ ★

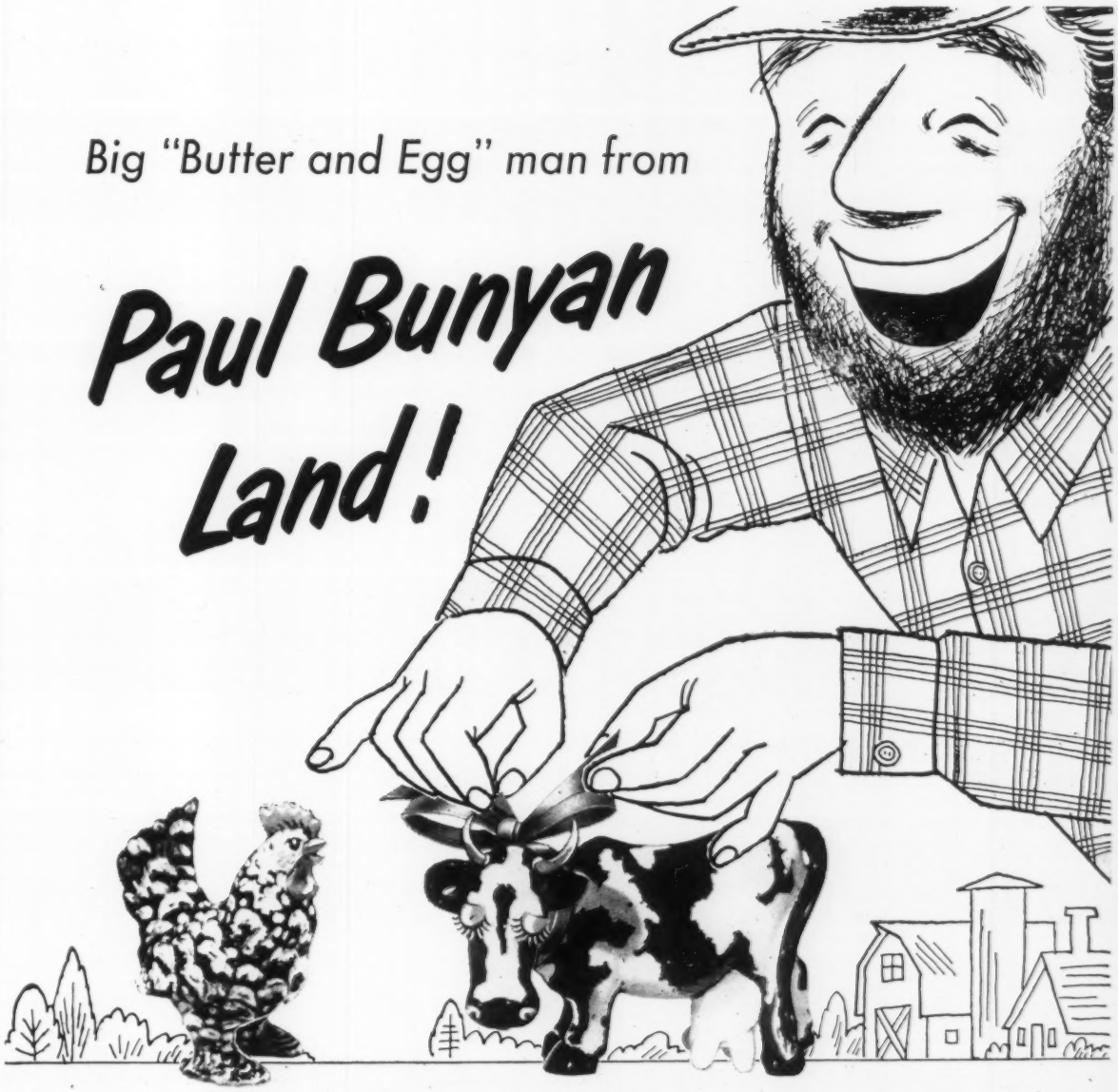
NETWORK TELEVISION TOTALS TO DATE

	ABC	CBS	DuM	NBC	TOTAL
JAN.	$ 1,604,892	$ 7,052,395	$ 982,794	$ 7,558,448	$ 17,198,52
FEB.	1,481,032	6,621,629	862,299	6,820,529	15,785,48
MARCH	1,728,446	7,739,812	1,054,857	7,938,751	18,461,86
APRIL	1,640,597	7,770,181	819,398	7,489,860	17,720,03
MAY	1,813,985	7,622,432	864,870	7,987,065	18,288,35
JUNE	*1,607,320	7,399,078	803,848	7,249,395	*17,059,64
JULY	1,299,471	7,411,657	511,047	6,903,092	16,125,26
TOTAL	$11,175,743	$51,617,184	$5,899,113	$51,947,140	$120,639,18

*Revised 8/26/53.

Big "Butter and Egg" man from

Paul Bunyan Land!



The Farmer (and his wife) in Paul Bunyan Land sell eggs and chickens each year for over 146 million dollars. They own 1½ million dairy cows—more than you'd find in New York State.

Combine these figures with wages of the big cities! Paul Bunyan Land has high income, a million radio homes and a half million TV sets. They are tuned to WCCO more than any other station.

The One Station Buy in a land of Giant Earnings

MINNEAPOLIS **WCCO** SAINT PAUL

CBS

RADIO—50,000 Watts—830 K.C. • TELEVISION—100,000 Watts—Ch. 4

(Radio Spot Sales) (Free and Peters)

75,956

readers every week*

American Research Bureau Inc., found that in an exhaustive survey conducted in July, 1953, 75,956 people read BROADCASTING ● TELECASTING every week.*

This huge audience is far bigger than that of any other publication in the radio and television fields. It includes *everybody who is anybody* in the business. Advertisers can influence *all* the decision-makers in radio-TV by placing their messages in BROADCASTING ● TELECASTING

* *ARB found that an average of 4.68 persons read each of B•T's 16,230 copies circulated each week — the largest paid circulation in radio and television. Further details on request.*

XUM

RKO RADIO MAY RELEASE BACKLOG OF FILM VALUED AT $20 MILLION

The report is that RKO Radio Pictures Inc. is interested in selling a backlog of films—none over eight years old—to a group of Chicago businessmen.

SPECULATION that RKO Radio Pictures Inc. may yet release a backlog of films to television was revived in Chicago last week.

It was reported—but could not be confirmed—that RKO Board Chairman Howard Hughes was receptive to an offer from a group of Chicago businessmen for a library of unused films, which could in turn be sold to TV broadcasters.

The report was that Mr. Hughes, West Coast industrialist and producer, was expected in Chicago last week to open negotiations for the sale of the films.

A similar report was current in the fall of 1952 when a syndicate headed by Ralph Stolkin, Chicago industrialist, bought controlling interest in RKO Radio Pictures. Such a possibility was subsequently quashed, however, pending further study by the RKO board. Mr. Stolkin and his associates then resigned and returned the stock to Mr. Hughes early this year.

The latest report is that a group of Chicagoans, including one or two prominent hotel executives, are interested in buying up the RKO backlog and that they planned to meet Mr. Hughes in Chicago Thursday.

One of the executives, it was learned, is Sam Leeds, who reportedly is identified with a group of Chicago hotels, including the Morrison, Midland and Hamilton. Mr. Leeds intimated such a conference was planned, but declined to comment on any aspect of the TV film plans. Mr. Hughes could not be reached late last week. Nor could the identity of his associates be learned.

The RKO film backlog is said to be worth about $20 million. It was understood that none of the films, which the Chicago group reportedly would sell to interested TV broadcasters, are more than eight years old.

Meanwhile there was no further word on a similar report that Mr. Stolkin is negotiating for purchase of Columbia Pictures Inc., whose subsidiary, Screen Gems, produces TV film [CLOSED CIRCUIT, Aug. 17]. Mr. Stolkin also has been unavailable for comment.

AFM TO MONITOR STATIONS' FILMS

Union to check on possible violations of 5% gross fee plan. Negotiations continue on background music problem.

POLICING system has been set up by the American Federation of Musicians to check television for old motion pictures for which the union has not been paid its 5% of gross under the AFM's music performance and trust fund agreement.

Union members in every TV community have been assigned to do the checking, according to Phil Fischer, AFM International studio representative.

Meanwhile, TV film packagers and producers are continuing their negotiation with AFM President James C. Petrillo for a new flat rate royalty formula covering background music on filmed video shows [B•T, July 6]. Several proposals have been made, but as far as can be learned, none are acceptable to the AFM.

In substituting a flat fee for the present 5% of gross, Hollywood packagers and producers declare not only will a new deal alleviate a hardship on them, but it will result in added employment for musicians. Many packagers and producers, it was pointed out, continue to work around the present percentage formula by using vocal groups and background effects.

Los Angeles musicians, in frequent complaints, claim that the trust fund setup as it now operates discourages filming of video shows with live music. This contention has been backed up repeatedly by Los Angeles Local 47 officers.

Academy Film Announces 3-D Baseball Production

ACADEMY Film Productions, Chicago, has announced the production of what it claims is the first three-dimensional motion picture of major league baseball in action—with a system it previously used to produce what it claims is the first television film commercial in 3-D.

The 3-D films were shot during the Milwaukee Braves-Chicago Cubs game in Chicago Aug. 15—in full color on 16mm film. Academy utilizes a one-camera, one-film, one-projector Bolex Stereo system—the same used to turn out TV film commercials in 3-D. The production was announced by Bernard Howard, Academy president.

Court Accepts 'Hoppy' Film Bid

SECOND offer of $5,000 by Hopalong Cassidy Inc. for some 200,000 feet of old Western film from the Harry (Pop) Sherman estate was accepted in Los Angeles Superior Court Monday, after Arlynne Sherman, daughter of the late producer, failed to show up with a bid topping that.

The stock footage had originally been sold to Hopalong Cassidy Inc. on June 22 for that same amount. However, the deal was ordered vacated when Miss Sherman and her sister, Theodora, protested they hadn't been given proper notice of the sale and claimed intention to bid on the property themselves [B•T, Aug. 17]. They informed the court that the film library might be worth as much as $1 million.

ACE Bid by TV Film Editors

AMERICAN Cinema Editors board of directors has mapped new rules for admitting TV film editors into the organization. Most editors exclusively in TV have not been able to meet ACE initiation requirements. The organization's membership also is being polled by letter to approve the proposal.

Film Sales

Canada Dry Ginger Ale Inc. contracts for 52-week *Annie Oakley* TV film series starring **Gail Davis.** Agency is **J. M. Mathes Inc.** with **CBS Television Film Sales** acting as sales agent for producer, **Annie Oakley Productions Inc.** Fifty stations in leading markets have been set for the series, it was reported, with negotiations underway to add 20-30 markets. Production starts today (Monday), with a Jan. 1 TV debut slated.

Estimated cost per film is $27,000. Production unit will use facilities of **Flying A Productions,** which produces the *Gene Autry Show* and *Death Valley Days.* **Mitchell J. Hamilburg** is president of the Annie Oakley company. **Armand Schaefer,** partner in the company, is executive producer. **Colbert Clark** is producer.

Canada Dry will promote the TV show with an extensive merchandising campaign with schedules being drawn for various media.

•

Sales of the *Badge 714* TV film show in six additional markets, bringing its total to 40, was announced last week by **John B. Cron,** national sales manager of the **NBC Film Division.** Other new sales reported by Mr. Cron included *Douglas Fairbanks Presents* in four markets, making a total of 93; *Hopalong Cassidy* and *Dangerous Assignment* in three, making a total of 125 each; *Captured* in three, *Life of Riley* in four, and *The Visitor* in two.

•

Sales of *All American Game of the Week* TV film series to six additional stations; its nine-series Station Starter Plan library to seven more, and *Front Page Detective* and *Public Prosecutor* to one each were announced Thursday by **Consolidated Television Sales,** film distribution firm.

•

Unity Films, New York, has signed a $60,000 contract with **WITV (TV)** Fort Lauderdale, Fla., for 700 first-run feature movies. Initial telecast is scheduled in November, with series to cover one year.

Production

Revue Productions, North Hollywood, has started "The Humming Bird" for CBS-TV *Revlon Mirror Theatre* half-hour series. Film, based on a story by **Cornell Woolrich,** marks the video debut of radio-screen star **Agnes Moorehead** and features **Tom Drake. Felix Feist** is director. A romantic drama, "Heads or Tails," goes before the cameras shortly with **Rodney Amateau** directing. Stars are **Joanne Dru, John Ireland** and **Mary Sinclair.**

•

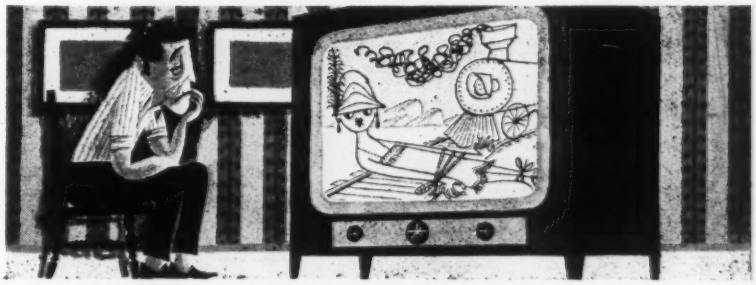
Volcano Productions, Hollywood, has been signed by NBC-TV to film the first program in a new series starring **Mickey Rooney.** Production starts shortly at Eagle-Lion Studios with **Richard Quine** directing from a script, co-authored with **Blake Edwards.**

Film People

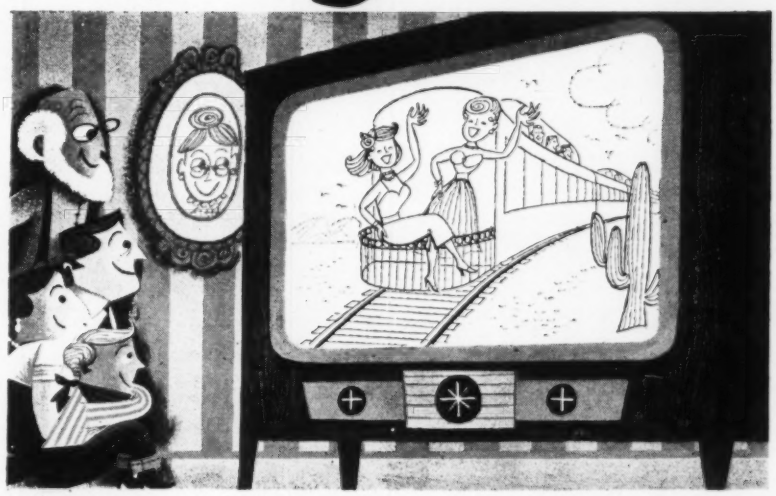
Martin Eisenberg, motion picture finance expert, has been named production controller of **Guild Films Inc.,** TV film producer and distributor, Guild Films President Reub Kaufman announced last week. He said the appointment was in line with rapid expansion by the company, which, he noted, has budgeted $2.5 million for television film production during the coming year.

•

Richard Dinsmore, formerly part owner of Sound Recordings, San Francisco transcription firm, joins **Screen Gems Inc.,** Hollywood, as West Coast sales manager. He at one time conducted his own orchestra on NBC.



Go FOR THE NEW ONES!



26 FIRST RUN FEATURES

BUY TODAY'S STARS AS THEY ARE TODAY!

NEVER BEFORE SHOWN ON TV

NOW AVAILABLE TO YOU FOR EXCLUSIVE SHOWING IN YOUR AREA

ALL TOP PICTURES . . . NEW PICTURES

Brought to you with these 4 ADDED ATTRACTIONS

1. Guaranteed Acceptability . . . every picture conforms to strict NBC Continuity Acceptance Standards, and NARTB Code.
2. Maximum NBC Film Division Service . . . your assurance of excellent print quality and delivery.
3. Unique NBC HIGH SPOT DISTRIBUTION PLAN . . . gives you a number of new pictures each month for 6 months, as you need them to boost ratings . . . to fill important time spots. (Or you may have all 26 at once.)
4. Your choice of full length or 54 minute versions . . . to fit into your program schedule.

50% made since 1950

1953—THERE WAS A YOUNG LADY
1945—THE SHIPBUILDERS
1952—WHO GOES THERE
1945—THE SEVENTH SURVIVOR
1950—PAPER GALLOWS
1945—STRANGE HOLIDAY
1952—THE RINGER
1947—THE AGITATOR
1950—THE GLASS MOUNTAIN
1945—THE BUTLER'S DILEMMA
1950—NO ORCHIDS FOR MISS BLANDISH
1945—THOSE KIDS FROM TOWN
1953—MURDER AT THREE A.M.
1945—WELCOME, MR. WASHINGTON
1952—TWICE UPON A TIME
1950—THE TAMING OF DOROTHY
1947—WOMAN TO WOMAN
1947—LAUGHING LADY
1953—THE BROKEN HORSESHOE
1947—LOYAL HEART
1951—FOLLY TO BE WISE
1947—THE LISBON STORY
1951—MR. LORD SAYS NO
1947—SPRINGTIME
1947—APPOINTMENT WITH CRIME
1952—LADY GODIVA RIDES AGAIN

NEW YORK
CHICAGO
LOS ANGELES

NBC FILM DIVISION

Serving All Sponsors . . . Serving All Stations

NARTB RADIO COMMITTEE ACTIONS SPELL STATION-NETWORK SOLIDARITY

Association's AM and FM units meet to review their problems. Both point to increases in radio set production and sales, and launch efforts to increase business. AM group urges network representation on committees.

STATION and network cooperation in the job of expanding radio as an advertising medium appeared last week as a favored industry policy, pointing toward an end to the arms-length attitude that developed two years ago with a young epidemic of radio rate-cutting.

Moves in the direction of joint action, as against intra-industry battling, were taken as two NARTB standing committees—AM and FM—reviewed their problems at Washington meetings and then decided what to do about them.

'Indispensable Medium'

The AM Committee worked on plans to increase sales and develop new local, spot and national advertising business. This committee, pointing to recent increases in raido set production and sales [B•T, Aug. 17, 10], emphasized radio's low-cost advantages as well as its position as "the indispensable medium."

The FM Committee scanned recent developments in the medium, noted its circulation of nine million FM sets and tuners, and laid plans to increase the revenues of stations (see separate FM story, adjacent page).

Chief sales weapon considered by the AM Committee was a long-range study of radio management problems released in final form last week. Originally proposed by the AM Committee, the study is titled "The Principles of Profitable Operation." It provides case histories of successful radio stations in five typical markets [B•T, May 4].

In essence the study points out, on the basis of detailed analyses in the field, that radio in the TV era "must realize its own strength as an advertising medium as compared with newspapers and magazines, and even, in many ways, its strength as compared with television; go to work and sell and resell itself at local, spot and national advertising levels."

The NARTB AM committee was given first-hand accounts of the studies by Richard M. Allerton, NARTB manager of research, who supervised the project. Field work was done by Stewart, Dougall & Assoc., New York management consultant.

First signs that peace and solidarity were emerging as industry policy appeared when the AM Committee, of which G. Richard Shafto, WIS Columbia, S. C., is chairman, unanimously adopted a resolution urging the NARTB Radio Board to appoint a representative of each radio network holding NARTB membership to serve on the committee and on other radio committees.

Then, after reviewing the newly published Allerton market study, the AM group urged that NARTB President Harold E. Fellows order further management studies. These are to be based on topics that elicit most interest during the NARTB district meetings starting Sept. 14 at Seattle.

AM Committee Impressed

AM committeemen were impressed by the Allerton study after going over the document's findings, which had been summarized at the NARTB Los Angeles convention in the spring. The survey project was designed to show facts about American radio from an operational and financial viewpoint, and in turn to find what factors contribute to the business success of stations.

The main report has a collective analysis of case histories obtained in five typical markets, two with TV and three radio-only, covering a total of 20 AM stations. An appendix gives case histories of two 250 w stations, one in a small and one in a medium market. Each is a network affiliate. The separate studies show detailed operating practices and policies.

In the body of the report are case histories showing operations in the areas of programming, sales, personnel, public service and financial practices.

The report points out there is "no magic formula for profitable radio station operation." Instead, it adds, "the highly profitable operations over a long period of time have reached this degree of success by reason of management know-how, and constant application of this know-how to the operation of the station. Careful analysis of the report demonstrates beyond question that for the successful and profitable operation of radio stations the first and prime ingredient is management know-how in the radio station operating area."

Challenge Offered

This challenge is offered in the conclusions of the report:

"Successful management has demonstrated that there must be a continuing drive for new accounts and new business, regardless of whether you are in a radio-only market or in a radio-television market. In a television market your very existence is dependent upon your development of new radio advertisers—your drive is not primarily against television, but must be for radio against all other media and for the advertising business of the retailing or service trade which perhaps has never used advertising to any degree."

The AM Committee members paid a warm tribute to radio network officials in recommending that networks be admitted to the committee's membership if they belong to NARTB. (NBC and MBS are association radio members; NBC, CBS, DuMont and ABC are TV members.)

In adopting the resolution, this observation was made: "Radio's position as the most effective low-cost advertising medium in the United States has been established; this position has been unshaken by the introduction during recent years of new methods of advertising; the continuing strength of radio—demand for it by the public and use of it by advertisers—has induced organizational measure at both the network and

PHONE OR WRITE: Soren Munkhof, General Manager, WREX-TV
618 Gas & Electric Bldg., Rockford, Illinois
H-R Television, Inc.: Chrysler Bldg., New York 17, N. Y.
25 East Wacker Dr., Chicago
SAN FRANCISCO—HOLLYWOOD—DALLAS

WREX-TV CHANNEL 13 ROCKFORD, ILL.

SERVING THE ROCKFORD-MADISON AREA

station level directed toward emphasizing that worth."

This statement was issued by the AM group after its Tuesday-Wednesday meeting:

Over the last two days, this committee has engaged in intensive discussion of radio management problems and the current economic status of the radio industry.

The committee has reviewed various government and industry reports concerning radio. It has noted reports on the increase in receiver production, amounting to 34% during the first 32 weeks of 1953 over the same period in 1952, reflecting the continuing and growing public interest in the medium.

Review Progress

The committee also has reviewed the industry's internal progress in solving its own problems during the last two years. It feels that the period of readjustment which followed naturally the introduction of television broadcasting on a wide scale basis is well advanced, and commends particularly the recent action of the networks in re-emphasizing the power of the medium through their reorganizational efforts which place proper emphasis on the nation's most effective low-cost nation-wide advertising medium. Supporting this enthusiasm for radio's selling force has been the activity of sales firms in the industry and of advertisers, many of them new advertisers, who are employing radio.

Current studies confirm that radio is an indispensable medium, important to advertisers because it is important to people. All of these factors demonstrate the confidence which has been placed in it not only by the public but by those broadcasters and networks and allied arts engaged in it professionally.

Besides Chairman Shafto, members of the AM Committee who attended the session were J. J. Bernard, KOMA Oklahoma City; Grover C. Cobb, KVGB Great Bend, Kan.; William C. Grove, KFBC Cheyenne; James L. Howe, WCTC New Brunswick, N. J.; Lester W. Lindow, WFDF Flint, Mich.; William D. Pabst, KFRC San Francisco, and F. C. Sowell, WLAC Nashville. Paul W. Morency, WTIC Hartford, was excused.

NARTB FM UNIT INITIATES STUDY

MEANS of increasing revenues of FM stations as the medium solidifies its industry position will be studied by NARTB under a mandate handed down Thursday by the NARTB FM Committee, meeting in Washington. The meeting followed a Tuesday-Wednesday session of the AM Committee (see story adjacent page).

The FM group authorized a thorough study of the costs of FM operation and ways of bringing in additional revenues through special services. Ben Strouse, WWDC-FM Washington, presided.

Stations Are 'Sold'

FM stations around the nation are more sold than ever on FM as a medium, Mr. Strouse told B•T after the meeting. He cited types of specialized aural services emphasized by FM stations, including sports, extension of limited AM coverage (particularly in the South), and special services such as storecasting and good-music programming.

Mr. Strouse and John H. Smith Jr., manager of the NARTB FM Dept., were instructed to work with Radio-Electronics-TV Mfrs. Assn. to see that manufacturers take advantage of new patents and production techniques as a

How To Break Par In
SOUTHEASTERN OHIO

Charlie Stamm, Zanesville C. C.Pro, and Bob Wagner WHIZ-TV Sportsman are seen twice weekly on "Golfing Tips" over WHIZ-TV

In ZANESVILLE OHIO Par Is Smashed With The Best ADVERTISING SHOTS

Marilyn Ross

Marilyn Ross makes a big hit over WHIZ-TV . . . and so does Bob Wagner, WHIZ-TV's top sports announcer. Wagner's new show "Golfing Tips" featuring golf pro Charlie Stamm is seen by thousands of people in Southeastern Ohio who like the best in local television programming over . . . .

WHIZ-TV

ESTABLISHED MAY 23, 1953

NBC Primary Affiliate • CBS • ABC • DU MONT

Represented Nationally by John E. Pearson TV, Inc.

Check First

CLEVELAND'S
CHIEF STATION

5,000 WATTS—850 K.C.
BASIC **ABC** NETWORK
REPRESENTED
BY
H - R REPRESENTATIVES

WJW

CLEVELAND'S *Chief* STATION

wan'na buy an-*island?*

PROBABLY YOU DON'T !
and we really don't have an island for sale

***But* we do have the RICH, GROWING and ISOLATED Wabash Valley Market area - 70 to 175 miles from the nearest major trading center.**

To be Sold-- MUST BE REACHED FROM WITHIN !

WTHI your **BEST BUY** in Terre Haute

REPRESENTED BY ROLLINS

means of cutting the cost of FM receivers without cutting quality.

Prose Walker, NARTB Engineering Dept. manager, is conducting a study of methods of rebuilding FM transmitter tubes. This offers a way of cutting station operating costs, it was explained.

The committee went on record as expressing the belief many broadcasters who surrender their FM licenses are not fully acquainted with ways of bringing extra revenues from their FM transmitters, nor are they aware of the low cost of operating these transmitters.

Endorsement was given the joint NARTB-RETMA FM set promotion campaigns. Nine of these campaigns have been conducted in various areas.

Possibilities of multiplexing FM with other program services, besides facsimile will be investigated by NARTB. These can include at least one music service as well as four or five voice services on side bands.

FCC Comr. George E. Sterling was a guest of the committee at luncheon. He discussed problems of FM stations informally.

Taking part in the meeting on behalf of NARTB were President Harold E. Fellows; Robert K. Richards, administrative vice president; Messrs. Smith and Walker, C. E. Arney Jr., secretary-treasurer. They also participated in the AM sessions earlier in the week.

Attending the FM Committee meeting were Mr. Strouse, Walter J. Brown, WDXY (FM) Spartanburg; Carl George, WGAR-FM Cleveland; Richard Field Lewis, WREL (FM) Winchester, Va.; Edward A. Wheeler, WEAW (FM) Evanston, Ill.; Robert E. Williams, WFML (FM) Washington, Ind.; Michael R. Hanna, WHCU-FM Ithaca, N. Y., was excused.

NARTB staff officials and members of the organization's AM Committee met in Washington last week. On hand for the sessions were (l to r): Seated, F. C. Sowell, WLAC Nashville, Tenn.; Harold E. Fellows, NARTB president; G. Richard Shafto, WIS Columbia, S. C., chairman of the AM Committee; James L. Howe, WCTC New Brunswick, N. J.; standing, C. E. Arney Jr., NARTB secretary-treasurer; Grover C. Cobb, KVGB Great Bend, Kan.; J. J. Bernard, KOMA Oklahoma City; William C. Grove, KFBC Cheyenne, Wyo.; William D. Pabst, KFRC San Francisco; Lester W. Lindow, WFDF Flint, Mich., and Richard M. Allerton, NARTB manager of research.

WAAM (TV) PILOTS AFA'S TV AD DRIVE

The Baltimore station and the Advertising Federation of America announce plans to conduct campaign to heighten public awareness of advertising's value to the national economy. Techniques developed could be used on other stations and on networks.

WAAM (TV) Baltimore and the Advertising Federation of America will co-operate on a pilot television campaign to increase the public awareness of advertising's value to the national economy.

Announcement was made jointly Thursday by Ken Carter, general manager of WAAM, and Elon G. Borton, president and general manager of AFA.

The station has offered time, facilities and personnel to the AFA's "continuing drive promoting public understanding of advertising," according to WAAM.

Under the plan, Baltimore is to be used as a test market for television techniques, which will be designed for future national use on networks and local stations. WAAM's director of public service and promotion, Joel Chaseman, met last week with Mr. Borton, his assistant, Jim Proud, and with Ralph Smith, vice president of Sullivan, Stauffer, Colwell & Bayles and chairman of the AFA committee involved, to work out plans.

Mr. Carter said a campaign "which shows the public the great values of advertising helps everyone." He said WAAM had volunteered on the project because "we believe in our business . . . and have a tradition (at WAAM) of giving as we receive." Mr. Carter asserted that agency, advertiser and station people and particularly the public should benefit.

Mr. Borton said AFA was appreciative of WAAM's offer to serve as a pilot in helping the organization "develop and test methods of explaining to the public on television." He said he thought that together, AFA and the station, "can devise some effective presentations which can then be used on other stations and networks."

According to the plan as conceived last week, Mr. Carter, Mr. Chaseman, Armand Grant, director of sales; Herbert B. Cahan, program manager, and Barry Mansfield, art director, will head up the station's campaign in Baltimore.

WAAM said they will adapt AFA copy lines and research material to TV usage including spot announcements, program inserts, display material, and programs for use on other stations.

WCAO

"The Voice of Baltimore"

The Most-Listened-To* Radio Station in Baltimore

*The Pulse of Baltimore
Jan., 1952 thru June, 1953

HERE'S HOW METROPOLITAN BALTIMORE RANKS AMONG THE MARKETS OF THE NATION

Population	12th	1,433,200
Families	12th	400,300
Effective Buying Income	12th	$2,138,743,000
Retail Sales	13th	$1,476,548,000
Food Store Sales	12th	$407,355,000
Drug Store Sales	13th	$51,048,000
General Merchandise Store Sales	11th	$254,169,000
Furniture, Household, Radio Store Sales	13th	$75,674,000
Automotive Store Sales	17th	$182,814,000

Figures from 1953 Sales Management "Survey of Buying Power"

It adds up--this billion dollar market plus the most-listened-to station is a winning combination!

All programming is simulcast by WCAO-FM (20,000 watts) at no additional cost to advertisers

CBS BASIC • 5000 WATTS • 600 KC • REPRESENTED BY RAYMER

BAB MERGES UNITS, FORMS PLAN STAFF

Donald Thornburgh of WCAU heads Plans Committee, the result of combining the Promotion and Research divisions.

MERGER of BAB's Promotion and Research Committees into a single, integrated Plans Committee to help the bureau's management in mapping its promotion and sales efforts for radio is being announced today (Monday) by President William B. Ryan.

Donald W. Thornburgh of WCAU Philadelphia, who served for almost two years as head of the Promotion Committee and also is a member of the BAB board, will be chairman of the Plans Committee, which consists of 16 station executives, four from the networks and two from station representation organizations.

Mr. Thornburgh

First meeting of the new group is scheduled for the week of Sept. 21, when BAB's sales and promotion operations for the second half of the BAB fiscal year will be mapped.

On the agenda, spokesmen said, are such projects as expansion of radio promotion via radio; establishment of sales committees of BAB members in major cities to put additional pressures on national advertisers' sales organizations; progress of BAB's drive in the department store field, spearheaded by the recently launched 35-city test of radio's effectiveness by stores in the $20 million-and-up class; plans for a series of advertiser-agency clinics in major cities, and further development of the current advertising campaign.

Announcing the new committee's formation, Mr. Ryan commended the work of Robert Dunville, Crosley Broadcasting Corp., who headed the Research Committee for two years, and other members of the BAB board who are retiring from the committee.

"The Plans Committee," Mr. Ryan said, "represents every type of radio station, all four networks, and the station representatives. It will develop BAB's overall plan in concert with the management for increasing local, network, and national spot business.

"Integration of the research and promotion planning and BAB's vastly expanded national-level selling into one group was dictated by our approach that everything we do should result in a sale at the national or local level. In the Plans Committee we will develop an idea through the research promotion stages into the actual sales plan."

Members of the committee will be:

Station executives: Edward Breen, KVFD Fort Dodge, Iowa; Al Cadwell, KOAT Albuquerque; Charles H. Crutchfield, WBT Charlotte; George J. Higgins, KMBC Kansas City; Howard Lane, KOIN Portland, Ore.; Winslow Leighton, WSNY Schenectady; Henry Johnson, WAPI Birmingham; Robert J. McAndrews, KBIG Avalon, Calif.; William A. McGuineas, WGN Chicago; Arden X. Pangborn, WOAI San Antonio; Daniel C. Park, WIRE Indianapolis; F. C. Sowell, WLAC Nashville; Ben Strouse, WWDC Washington; Owen F. Uridge, WQAM Miami; Walter E. Wagstaff, KIDO Boise, Idaho; Ralph N. Weil, WOV New York.

Network officials: George Bristol, CBS Radio; Oliver Treyz, ABC; James Tyler, Mutual, and a representative, to be named, of NBC.

Station representative presidents: Eugene Katz, The Katz Agency; Robert Meeker, Robert Meeker Assoc.

A "COPY" of their product—a personal-sized radio—is carried along by BAB radio salesmen Charles E. Maxwell and John L. Moore (r) when they call on clients—in this case Lorraine Crooks, timebuyer, and Frank Silvernail, manager of BBDO's timebuying department. "If we were from a magazine we'd sure have a copy of our book in our hands," the salesmen affirm, "but we're here to talk about radio, so . . . " BAB reports "the gimmick serves as a perfect lead-in to discussions of extra sets and radio's ability to reach everyone, everywhere, at any time."

ABA Convention Sees FCBA Pre-Hearing Demonstration

FCBA and FCC's mock pre-hearing conference demonstration, staged for the first time in Washington in June [B•T, July 6], was presented before a general session of the American Bar Assn. convention in Boston last week. The skit was given for the lawyers under the title "Can Pre-trial Techniques Save Time and Money and Improve Justice in Administrative Hearings?"

Cast for the demonstration, which involves three competitive television applications for a single television assignment, included Henry G. Fischer of Fischer, Willis & Panzer, Washington; Benito Gaguine, FCC hearing examiner; Frederick W. Ford, chief of the Broadcast Bureau's Hearing Division; Robert J. Rawson, an attorney with the Hearing Division, and William C. Koplovitz of Dempsey & Koplovitz, Washington.

A panel discussion held after the demonstration included the cast and FCC Chairman Rosel Hyde, Judge E. Barrett Prettyman of the U. S. Court of Appeals for D. C., and J. D. Bond, FCC examiner. Comr. John C. Doerfer also was in Boston for the ABA meet.

All Scripps-Howard in NARTB

SCRIPPS-HOWARD radio and TV station group is enrolled 100% in NARTB television membership, NARTB President Harold E. Fellows announced last week. The three TV stations—WCPO-TV Cincinnati, WEWS-TV Cleveland and WMCT (TV) Memphis—also are subscribers to the NARTB Television Code. Radio stations are WCPO-AM-FM Cincinnati; WMC and WMCF (FM) Memphis and WNOX Knoxville.

SCBA ILLUSTRATES RADIO'S GROWTH

GROWTH of the Southern California radio market is vividly shown by facts and figures in a presentation compiled by the Southern California Broadcasters Assn. and previewed at Los Angeles Advertising Club meeting Tuesday by Norman Nelson, SCBA managing director. It will be shown to advertising and agency executives in New York and other key cities shortly.

"Southern California radio reaches more people, more often, at less cost than any other medium in the area—or at any other time in the history of radio," Mr. Nelson commented. He quoted figures showing 7,186,206 radio sets are listed to 5,899,217 hours a day in the area. Sales of new radio sets exceeded TV set sales by 25.8% in first six months of 1953, he pointed out.

Speaking of TV's effect on radio advertising, Mr. Nelson said, "Los Angeles' seven TV stations have created new advertising dollars. Since 1948, radio revenue has increased steadily. There is no such thing as a 'TV home.' Instead, it becomes a radio-TV home."

Following the presentation, an SCBA panel consisting of Mr. Nelson; Stanley Spero, account executive, KMPC Hollywood (moderator); Calvin Smith, president, KFAC Los Angeles; Robert McAndrews, commercial manager, KBIG Avalon; Terry Mann, sales manager, KHJ Los Angeles, and Morton Sibley, sales manager, KFWB Hollywood, answered audience questions on the figures and Southern California broadcasting in general.

Clipp to Head C of C Advertising Committee

ROPER W. CLIPP, general manager of WFIL-AM-TV Philadelphia, has been appointed chairman to the U. S. Chamber of Commerce Committee on Advertising for 1953-54. He also is a member of the Chamber's board.

Mr. Clipp

Membership of the Advertising Committee includes representatives of agencies, advertisers, media and universities. The group works with trade associations in forming the chamber's policy in the advertising field and seeks better public understanding of advertising as well as improvement of standards and techniques.

The committee membership, besides Chairman Clipp, includes Lloyd E. Partain, Curtis Publishing Co., vice chairman; L. T. Alexander, Du Pont; J. S. Bartlett, Potomac Electric Power Co.; A. H. Caperton, Dr. Pepper Co.; James T. Chirurg, James Thomas Chirurg Co.; Harry Deines, Westinghouse Electric Corp.; L. J. Dillon, Outdoor Advertising Inc.; Ben R. Donalson, Ford Motor Co.; Harold E. Fellows, NARTB; Frederic R. Gamble, AAAA; Francis W. Hatch, BBDO; C. J. Hibbard, Pet Milk Co.; E. J. Kahler, *Sioux Falls* (S. D.) *Daily Argus-Leader*; C. B. Larrabee, *Printers' Ink*; Ernest R. Laws, Philadelphia Electric Co.; Robert T. Mason, WMRN Marion, Ohio; C. E. McKittrick, *Chicago Tribune*; Charles H. Sandage, U. of Illinois; Everett Smith, MacFadden Publications; William C. Sproull, Burroughs Corp.; Philip M. Talbott, Woodward & Lothrop; Leonard W. Trester, General Outdoor Adv. Co.; Wilbur VanSant, VanSant, Dugdale & Co.; F. A. Watts, Humble Oil & Refining Co.; John Pattison Williams, WING Dayton.

Where's the fire?

The fire, Mr. Advertiser, is in Pittsburgh . . where KDKA is doing one of the hottest **sales** jobs in the nation!

In fact, KDKA is helping set sales records for advertisers whose products or services are often considered hard to sell on radio.

Take **incinerators,** for example. Writes J. L. Neiman of Public Relations Research Service, agency for Hollinator incinerators: "The combination of the Johnny Boyer Sports Show and the Janet Ross programs outpulled and outsold all other radio stations combined."

Take **airline travel.** Writes Tom E. Marcinko of North American Airlines: "We are pleased to report that we have gotten excellent results from our one-minute spots on the various KDKA programs we are using."

Take **savings and loan service.** Writes J. E. Connelly, agent for Pittsburgh's Second Federal: "The first eight spot announcements on the Musical Clock brought in $40,000 in deposits. In proportion to expenditures, KDKA outpulls other stations ten to one."

Why not set a hotter fire under **your** sales activity in the three-state Pittsburgh market? KDKA is the station that can do it for you. For suggestions, check KDKA or Free & Peters.

KDKA

PITTSBURGH

50,000 WATTS NBC AFFILIATE

WESTINGHOUSE

RADIO STATIONS Inc

WBZ • WBZA • KYW • KDKA

WOWO • KEX • WBZ-TV • WPTZ

National Representatives, Free & Peters, except for TV; for WBZ-TV and WPTZ, NBC Spot Sales

NARTB's Dist. 16 Meet

MEETING OF NARTB District 16 (So. Calif., Ariz., Nev.), originally scheduled for Sept. 18-19 at the Statler Hotel, Los Angeles, has been moved forward a day to Sept. 17-18, according to Albert D. Johnson, KOY Phoenix, District 16 director.

Proposal for a change because of observance of Yom Kippur, Jewish Holyday, starting at sundown Sept. 18, originated among district members (CLOSED CIRCUIT, Aug. 17). District 15 (No. Calif., Nev., T. H.) will meet Sept. 16-17 in San Francisco, bringing a one-day overlap. William D. Pabst, KFRC San Francisco, District 15 director, agreed to the change.

BAB Releases Third Series Of 'Sell Radio' Announcements

THIRD series of spot announcements in its campaign to "sell radio via radio" has been released by BAB, which, as was the case with its series last fall and last spring, is making the kit available to BAB non-members as well as members.

Consisting of five one-minute and fifteen 20-second announcements, the series stresses facts on the continuing growth of radio and its ability to reach everyone, as in the following:

"Radio is getting bigger every minute! Every three seconds, someone, somewhere, buys a radio set. Last year, Americans bought 11 million radios—two radios for every television set . . . Three radios for every refrigerator. Year after year, Americans buy more radios—by a two to one margin—than any other home appliance."

More Accept SRA ID Plan

REPORTING some 61 additional TV stations had indicated acceptance, Station Representative Assn. last week said that a total of 223 television outlets have subscribed to the SRA Shared ID Standard. This embraces 10 seconds of the station's identification and the top right-hand quarter of the screen and has resulted, a spokesman said, in "a large volume of time sales."

New AFA Districts To Form

ORGANIZATION of five new districts of the Adv. Federation of America will be started this fall, Elon G. Borton, president and general manager, announced last week. He said AFA has been promised the cooperation of all its 107 clubs in the project, which will boost the number of districts to 11. Jim Proud, assistant to the president, will be in charge of organizational activities.

NJBA Sets Nov. 9-10 Meet

FALL meeting of the New Jersey Broadcasters' Assn. has been set for Nov. 9-10 at the Hildebrecht Hotel, Trenton, it was announced last week by Paul Alger, NJBA president.

OKLAHOMA CITY NEWSPAPERS BAR FREE RADIO-TV PRAGRAM LOGS

'Oklahoman' and 'Times,' themselves affiliated with WKY-AM-TV there, cast out free program logs, say stations must pay for the space. Public reaction to the policy change is termed 'fantastic' by KOMA.

RADIO and television logs of Oklahoma City stations will be published only on a paid advertising basis in the *Daily Oklahoman-Oklahoma City Times*, under a policy announced by the newspapers, with which WKY-AM-TV there are affiliated.

The policy brought "fantastic" public reaction, according to KOMA Oklahoma City, which said it had received 1,100 telephone calls within a week.

First announcement of the action was made in the *Daily Oklahoman*, as follows:

> "Notice to the Public: Several months ago the *Daily Oklahoman* and *Oklahoma City Times* established the publication of the radio and television logs of its affiliates, WKY and WKY-TV on a paid advertising basis. Beginning today (Aug. 16) it will be the policy to carry all radio and television logs as paid advertising."

Thus far, according to KOMA, "the newspaper has made no direct move to even discuss the situation with any of the radio stations, owners or managers."

KOMA's position is that publication of the WKY-AM-TV logs by the newspapers "is a matter of simple bookkeeping on the newspaper's part as there is no actual cash involved in the transaction."

According to KOMA, "the remaining network affiliate stations (KOMA, KTOK and KOCY) have been unable to enter into any contract agreement with the newspaper. As a matter of fact, their advertising representative contacted the stations after the logs had been removed and stated that only the open national rate would be allowed.

"The rate, by the way, is 75 cents per line or $10.50 per column inch. They will not even allow a contract rate made available to the theatre interests and various entertainment promotions."

WKY radio has placed a 10 column-inch paid advertising log, KOMA pointed out, adding, "At the rates we have been offered, this ad would cost us $105 on a combination morning and evening basis. Taking into consideration there are 52 single issues on Sunday throughout the year, the remaining 313 days with a single log each day would cost us $34,885. The 52 remaining days, mainly Sundays at 65 cents per line using the same 10 column-inch ad, would cost $5,632 or a combined total of $40,517 for radio logs to appear for our station."

The only other newspaper in the city, the *Oklahoma City Advertiser*, a weekly, agreed to publish all radio and TV logs.

In an editorial titled "Monopoly Rides Again," the *Advertiser* called the new policy "monopoly . . . in the raw." It added, "The truth is that many have come to rely more on the radio than the newspaper for both news and opinion; on spot news the swiftest machinery—even the *Oklahoman's* new million-and-a-half dollar press—cannot compete with radio; and busy, harried people depend on a favorite commentator for interpretation of the day's events."

The *Advertiser* said the policy "can hardly be based upon the amount of space required since the programs have appeared for years." It posed this question: "Is the explanation actually in new television competition in the offing?"

The *Oklahoman* Aug. 21 carried a statement on its radio page titled "Radio Stations Are Commercial Enterprises, Too." Conceding there might be news value in program listings, the newspaper said, "We sincerely believe that the responsibility to the radio listeners for providing this service lies with the radio stations involved and not with this newspaper. Radio stations are commercial institutions. They, like other ethical enterprises which are operated for profit, should pay for those facilities which

MIDDLETON TAKES B•T CHICAGO POST

WARREN W. MIDDLETON, sales promotion manager of WLS Chicago, becomes Midwest Sales Manager of BROADCASTING • TELECASTING magazine, with headquarters at the publication's Chicago office, effective Sept. 7, it was announced last week.

He succeeds William H. Shaw, who was appointed general manager of KHMO Hannibal, Mo., earlier this month. KHMO was purchased recently from the Hannibal *Courier-Post* by Mr. and Mrs. James Bolling. Mr. Shaw succeeds Wayne Cribb at KHMO.

Mr. Middleton, 31, an Air Force veteran, has been in the broadcasting field the past eight years. At WLS he supervised promotion and advertising activities for three and a half years. Before his appointment at WLS, Mr. Middleton was sales promotion manager of KMOX St. Louis. He has held other sales posts with WLS, the station with which he started in November 1945, and with KTUC Tuscon.

Mr. Middleton was born in Chicago, had his schooling in the city's suburbs of Berwin and

Mr. Middleton

Mr. Shaw

Oak Park and was graduated from Cornell College at Mt. Vernon, Iowa. His wife is the former Shirley Schroeder. They have two children. His home is in Park Forest, Ill.

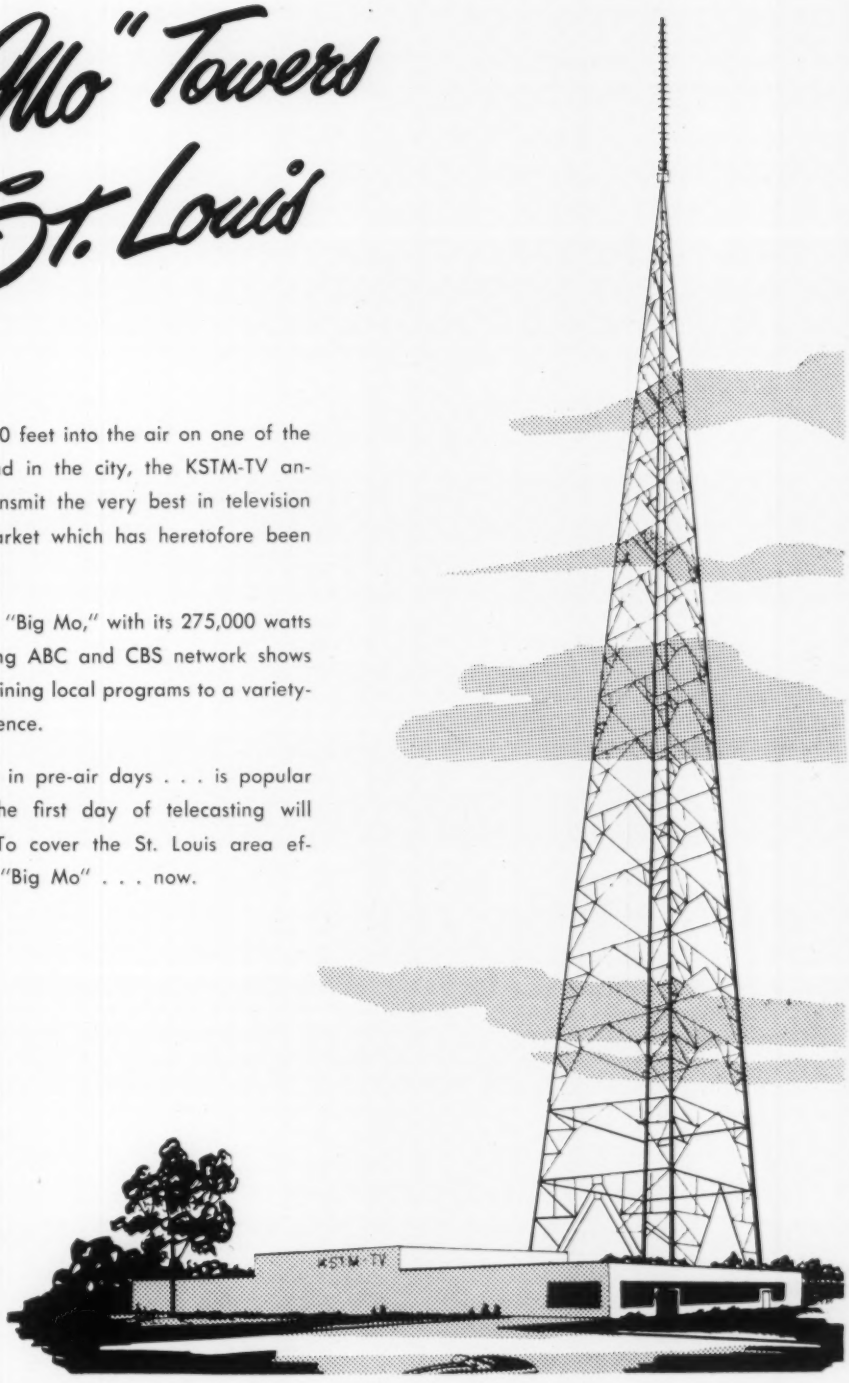
Also announced was the appointment of Barbara Koler, formerly with H-R Representatives, station representative firm, to B•T's Chicago office as editorial assistant and secretary. She is a graduate of Northwestern U.

"Big Mo" Towers over St. Louis

Rising more than 600 feet into the air on one of the highest plots of ground in the city, the KSTM-TV antenna is all set to transmit the very best in television entertainment to a market which has heretofore been a one station captive.

In a few short days, "Big Mo," with its 275,000 watts power, will be beaming ABC and CBS network shows and refreshing, entertaining local programs to a variety-hungry television audience.

KSTM-TV . . . even in pre-air days . . . is popular with St. Louisians. The first day of telecasting will make it a favorite. To cover the St. Louis area effectively, get aboard "Big Mo" . . . now.



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KSTM TV

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AFFILIATED WITH AMERICAN BROADCASTING COMPANY AND RADIO STATION KSTL

they employ to promote their services, and such facilities include program advertising.

"The advertising columns of this newspaper are available for the unrestricted use of any radio station in Oklahoma City or elsewhere, at prevailing commercial rates, for the purpose of increasing or maintaining their listening audience, or to develop new sponsors, or for any other proper purpose."

The Aug. 21 edition of the *Times* carried two letters to the editor in which the new policy was criticized. "I always considered that the radio programs were one of the things I paid for when I bought the paper, and I can't see why the people who supply this information which I and many other people want should pay for it," wrote Alice M. Brues, a reader.

Another reader, Neil Tuohy, wrote that he was "shocked" and added, "I believe you are negligent in your duty, as the only daily newspaper, to supply this important information as a public service."

NEW AM transmitter for KPHO Phoenix, a Collins 21E model, was put into operation last Thursday by (l to r) George McClanathan, director of engineering for KPHO-AM-TV; Bob Martin, KPHO manager, and Dick Rawls, general manager of the Meredith stations. They examine a wire from FCC which gives go-ahead for the transmitter. Cost of transmitter and other equipment amounted to more than $40,000.

WNBC-WNBT (TV) Billings Ahead of 1952 Figures

RADIO and TV business totals are running substantially ahead of 1952's record figures for NBC's WNBC and WNBT (TV) New York, and station executives are mapping new departures to keep the totals going up.

Outlining plans for the immediate future, station manager Ernest de la Ossa noted last week that WNBC's sales volume for the first seven months—January through July—was approximately 14% above that for the comparable period of 1952, which was the highest in the history of the station, and predicted that the full year's figures would be 20% ahead of those for last year. On the television side, he said seven-month totals for WNBT (TV) are about 28% ahead of those for 1952, with substantial selling periods yet to come.

To boost these improvements even higher, Mr. de la Ossa and his colleagues have several innovations in store. One is the "Three P's" program of operations, involving the programming, press-and-publicity, and promotion departments of the stations. Under this battle-plan the Three-P's departments work together to devise a campaign "package" to support the offerings of the sales department.

UHFs ON AIR FORGE AHEAD OF VHFs IN POST-THAW TV STATION STARTS

Uhf station debuts for fifth straight week outscore vhf starts. Latest bows are taken by uhfs, one each in Portland, Me., and Tyler, Tex., and one vhf in Abilene, Tex. Total post-thaw score: 58 uhf, 54 vhf.

FOR THE FIFTH straight week, uhf has taken the lead in station debuts.

With two more uhf stations going on the air yesterday (Sunday) and today, the number of post-thaw uhf outlets is beginning to take a significant lead over the number of post-thaw vhf stations.

During the past week only one vhf station was to begin regularly scheduled commerical programming. In the previous week only one vhf station started a commercial schedule, while another vhf station went off the air [B•T, Aug. 24]. The week before that, three uhf stations went on the air while only one vhf started [B•T, Aug. 17], and four weeks ago not one vhf began commercial programming, but a uhf station did [B•T, Aug. 10].

Today the majority of post-thaw stations on the air commercially are uhf stations. The score: 58 uhf, 54 vhf.

The two uhf stations which were to go on the air yesterday and today are the first TV outlets in their cities:

WPMT (TV) Portland, Me., uhf Ch. 53, affiliated with all four networks.

KETX (TV) Tyler, Tex., uhf Ch. 19, affiliated with all four networks.

The solo vhf also is the first in its market:

KRBC-TV Abilene, Tex., vhf Ch. 9.

Tomorrow, 16 stations expect to begin programming (see list of all those planning a start within 30 days at end of this story). Of this number, 10 are uhf and only six vhf.

Here are late reports on construction:

'First in Maine'

WPMT (TV) Portland, which began test pattern transmissions Aug. 28, was to have begun programming at 6 p.m. yesterday with CBS-TV's *Toast of the Town*. Frank S. Hoy, president and general manager, said it would be "the first live network telecast in Maine." The station is transmitting with an RCA 1 kw transmitter.

KETX (TV) Tyler, Tex., which is to begin today, reported last week it began testing Aug. 24. Affiliated with all four networks, the station is operating with an effective radiated power of 2.1 kw visual.

KRBC-TV Abilene, Tex., which was to have begun commercial telecasting on vhf Ch. 9 last night, is represented by John E. Pearson TV Inc.

Two share-time stations are planning their joint debut tomorrow (Tuesday).

WTCN-TV Minneapolis and WMIN-TV St. Paul, which will share vhf Ch. 11, reported last week they will begin with effective radiated power of 70 kw visual, which will be boosted to 316 kw as soon as more equipment is received. The stations are ABC-TV affiliates.

Another station which plans commercial operation for tomorrow is WNOK-TV Columbia, S. C., uhf Ch. 67.

The second station to receive a DuMont 5 kw transmitter with a Klystron tube, WNOK-TV will have an effective radiated power of 93.5 kw visual. Because of favorable terrain, H. Moody McElveen Jr., general manager, said he expects that the Columbia station's coverage will "equal or surpass" coverage demonstrated by WGLV (TV) Easton [B•T, Aug. 17]. Mr. McElveen said more than 30 orders for commercial time have been received.

WTVH-TV Peoria, Ill., uhf Ch. 19, put its test pattern on the air Aug. 20, Hugh R. Norman, president, said last week. WTVH-TV also plans to begin programming tomorrow.

Joe L. Smith Jr., president of WKNA-TV Charleston, W. Va., last week took John T. Copenhaver, mayor of Charleston, on a tour of the uhf Ch. 49 station. WKNA-TV expects to start early in September with ERP of 22.5 kw visual.

A Sept. 7 opening is planned by WBES-TV Buffalo, N. Y., uhf Ch. 59. The station is building a tower atop a building in downtown Buffalo and will use an RCA transmitter.

Walter Rothschild, secretary-treasurer of the Lee Broadcasting Co. and general manager of KHQA-TV Hannibal, Mo., and WTAD Quincy, Ill., said Thursday that KHQA-TV started its test pattern at 7:30 a.m. Aug. 27, with regular programming operations planned in about two weeks. KHQA-TV is operating with interim power of 36.3 kw visual ERP, using a 12-bay antenna 96 feet above average terrain, he said. The station is affiliated with CBS-TV and DuMont and is represented by Weed Television. Mr. Rothschild claimed that KHQA-TV was the first TV station on the air in the Tri-City area.

Joe Bonansinga, general manager of WGEM-TV Quincy, Ill., told B•T the new vhf Ch. 10 station started equipment tests Thursday, Aug. 27, at 11:47 p.m. CST. Program tests will follow shortly.

KHQA-TV and WGEM-TV in neighboring cities, were shipped 5 kw DuMont transmitters on the same truck last month [AT DEADLINE, July 27], and crews raced to see which station could get on air first.

WGEM-TV is affiliated with NBC-TV and ABC-TV networks and is represented by the Walker Representation Co. The radio affiliate is WGEM-AM-FM. Stations' licensee is the Quincy Broadcasting Co., owned by the *Quincy Herald Whig*. T. C. Oakley is president.

An intensive uhf promotion campaign is going into its fourth month in Chambersburg,

PREPARING to tune in for first test patterns of share-time TV grantees KSBW-TV Salinas and KMBY-TV Monterey (Calif.), are (l to r) Salinas Broadcasting Corp. partners John Cohan, president-general manager, William Oates, commercial manager, and Lewis Terven. KSBW-TV is to start programming Sept. 11.

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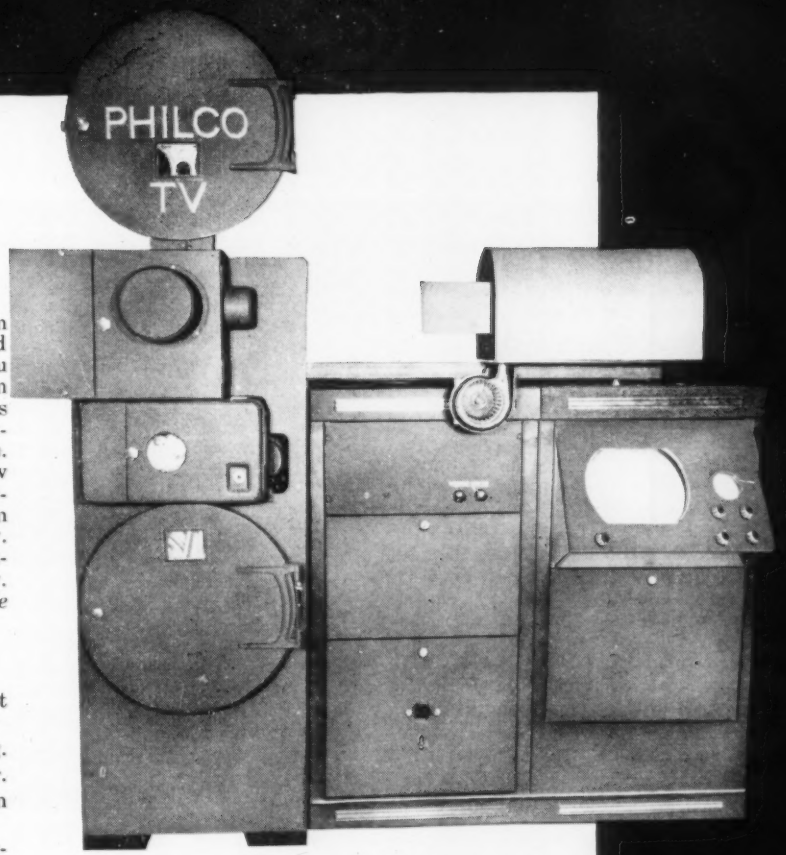
This new Philco TV Film Scanner will put realism and life into your film programs . . . It will build audience acceptance surpassing anything you have ever experienced with conventional film projection systems. Developed by Philco, this unique Film Scanner is a complete, yet inexpensive program source for both film and slides. It is quiet, compact and easy-to-operate. New design principles employing continuous film motion and flying-spot scanning techniques result in superb film reproduction and greatest reliability. Film motion is continuous and smooth . . . resulting in greater film life and utmost dependability. Moreover, this Philco Film Scanner *is adaptable to any color system or any TV standard.*



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CHECK THESE PHILCO FEATURES:

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Pa., where WCHA-TV has been sending out weekly progress reports since June 18, closed circuit TV demonstrations in dealers' showrooms and a "bow tie" slogan contest, designed to stimulate purchases of converters and uhf antennas. John S. Booth, president of WCHA-TV, said that with a Sept. 15 commencement planned, the final phases of the promotion now are underway. Test pattern operations are to begin tomorrow.

In another market, Reading, Pa., WEEU-TV, a uhf station already on the air, believes it has found the answer to the "selling uhf" problem.

Thomas E. Martin, general manager of WEEU-TV, uhf Ch. 33, said that uhf outlets should "concentrate on the primary market area — engineering-wise — and program-wise. It's a local market," he pointed out, therefore, "give it the local touch."

Mr. Martin

On Aug. 20, WEEU-TV began telecasting with ERP of 170 kw visual—a substantial increase over its previous power of 1.4 kw. With the increased power, the number of vhf receivers in the coverage area is more than 500,000, Mr. Martin estimated. He believed about 15,000 receivers were capable of receiving uhf, and to get the rest to convert, the station will accent what he describes as "localized engineering" and "localized programming."

Localized engineering involves building the station so it will cover a radius of about 55 miles with a strong signal, instead of trying to cover a wider area with a weaker signal, he said.

WICS-TV Begins

WICS-TV Springfield, Ill., which begins commercial operation on uhf Ch. 20 about Oct. 1, will be affiliated with all four TV networks, Milton D. Friedland, station manager, announced last week. Plans also were revealed for interconnection facilities permitting live programming.

Work on the new uhf outlet's transmitter and studio facilities is rapidly nearing completion, he reported. Interconnection is planned with the networks by a microwave relay from Chicago through Peoria into Springfield by Oct. 1.

Live interconnection will eliminate the need for kinescopes on a delay basis, Mr. Friedland noted. He added that WICS-TV will produce its own local live shows and use film made especially for TV. Adam J. Young Jr. is national representative.

The total number of commercially operating TV stations in the U. S. and territories is 220. KUHT (TV) Houston and KETH (TV) Los Angeles, both noncommercial educational stations, raise the total-on-air number to 222. KUHT is vhf and KETH is uhf.

Commercial vhf outlets number 162, of which 54 are post-thaw stations. Commercial uhf stations total 58, all post-thaw. Total commercial post-thaw (vhf and uhf) number 112.

• Here are the grantees which contemplate starting within the next 30 days. The information is provided by the station executives, the national representatives and the networks.

ARIZONA

KIVA-TV Yuma, vhf Ch. 11, represented by W. S. Grant, Oct. 4.

CALIFORNIA

KHSL-TV Chico, vhf Ch. 12 (CBS-TV), represented by W. S. Grant Co., Sept. 1 (granted STA).

KIEM-TV Eureka, vhf Ch. 3 (ABC-TV, CBS-TV, DuMont and NBC-TV), represented by Blair-TV, Sept. 27.

KMBY-TV Monterey, vhf Ch. 8 (CBS-TV and DuMont), represented by George P. Hollingbery Co., Sept. 11 (share time with KSBW-TV Salinas) (granted STA).

KICU (TV) Salinas, uhf Ch. 28, Sept. 1.

KSBW-TV Salinas, vhf Ch. 8 (CBS-TV and DuMont), represented by George P. Hollingbery Co., Sept. 11 (share time with KMBY-TV Monterey) (granted STA).

KFSD-TV San Diego, vhf Ch. 10 (NBC-TV), represented by The Katz Agency, Sept. 1.

COLORADO

KRDO-TV Colorado Springs, vhf Ch. 13 (NBC-TV), represented by Joseph Hershey McGillvra Inc., Sept. 15.

CONNECTICUT

WATR-TV Waterbury, uhf Ch. 53 (ABC-TV and DuMont), represented by the William G. Rambeau Co., Sept. 15 (test pattern started Aug. 8).

FLORIDA

WJDM (TV) Panama City, vhf Ch. 7 (CBS-TV), represented by George P. Hollingbery Co., September.

WEAR-TV Pensacola, vhf Ch. 3 (CBS-TV), represented by George P. Hollingbery Co., Sept. 1.

WPFA (TV) Pensacola, uhf Ch. 15, represented by Adam Young TV Inc., Sept. 5.

WIRK-TV West Palm Beach, uhf Ch. 21, Sept. 1.

ILLINOIS

WCIA (TV) Champaign, vhf Ch. 3, represented by George P. Hollingbery Co., Sept. 1.

WTVH (TV) Peoria, uhf Ch. 19, represented by Edward Petry & Co. (TV Div.), Sept. 1.

WGEM-TV Quincy, uhf Ch. 10 (ABC-TV and NBC-TV), September (granted STA).

WICS (TV) Springfield, uhf Ch. 20, represented by Adam Young TV Inc., Oct. 1.

IOWA

KQTV (TV) Fort Dodge, uhf Ch. 21, represented by John E. Pearson TV Inc., Oct. 1.

KENTUCKY

WKLO-TV Louisville, uhf Ch. 21 (ABC-TV and DuMont), represented by O. L. Taylor Co., September.

LOUISIANA

KTAG (TV) Lake Charles, uhf Ch. 25, represented by Adam Young TV Inc., Oct. 15.

KNOE-TV Monroe, vhf Ch. 8 (ABC-TV, CBS-TV and DuMont), represented by H-R Television, Sept. 15.

MAINE

WPMT (TV) Portland, uhf Ch. 53 (ABC-TV, CBS-TV, DuMont and NBC-TV), represented by Everett-McKinney, yesterday (Sunday) (test pattern started Aug. 28).

MASSACHUSETTS

WTAO-TV Boston-Cambridge, uhf Ch. 56 (DuMont), Sept. 28 (test pattern started Aug. 31).

MICHIGAN

WBCK-TV Battle Creek, uhf Ch. 58, represented by Headley-Reed TV Inc., Sept. 15.

MINNESOTA

WTCN-TV Minneapolis, vhf Ch. 11 (ABC-TV), represented by Blair-TV, Sept. 1 (share time with WMIN-TV St. Paul).

WMIN-TV St. Paul, vhf Ch. 11 (ABC-TV), represented by O. L. Taylor Co., Sept. 1 (share time with WTCN-TV Minneapolis).

MISSISSIPPI

WCOC-TV Meridian, uhf Ch. 30, Sept. 1.

WTOK-TV Meridian, vhf Ch. 11 (ABC-TV, CBS-TV and DuMont), represented by Headley-reed TV Inc., Sept. 27.

MISSOURI

KHQA-TV Hannibal, vhf Ch. 7, represented by Weed TV, Sept. 10 (test pattern started Aug. 27).

KCMO-TV Kansas City, vhf Ch. 5 (ABC-TV), represented by The Katz Agency, Sept. 7.

KFEQ-TV St. Joseph, vhf Ch. 2 (CBS-TV and DuMont), represented by Headley-Reed TV Inc., Sept. 15.

MONTANA

KOPR-TV Butte, vhf Ch. 4 (ABC-TV and CBS-TV), George P. Hollingbery Co., Sept. 10 (granted STA).

KXLF-TV Butte, vhf Ch. 6, represented by the Walker Representation Co., Sept. 1 (test pattern started Aug. 14).

NEW MEXICO

KGGM-TV Albuquerque, vhf Ch. 13 (CBS-TV), represented by Weed TV, Sept. 27 (granted STA).

NEW YORK

WBES-TV Buffalo, uhf Ch. 59, The Bolling Co., Sept. 7 (granted STA).

NORTH CAROLINA

WAYS-TV Charlotte, uhf Ch. 36, represented by The Bolling Co., Sept. 1.

WCOG-TV Greensboro, uhf Ch. 57 (ABC-TV), Oct. 30.

WNCT-TV Greenville, vhf Ch. 9 (CBS-TV), represented by John E. Pearson TV Inc., Oct. 15.

OHIO

WICA-TV Ashtabula, uhf Ch. 15, represented by Gill-Perna Inc., Fall '53.

WIFE (TV) Dayton, uhf Ch. 22, represented by Headley-Reed TV Inc., Fall '53.

WUTV (TV) Youngstown, uhf Ch. 21, August.

OKLAHOMA

KLPR-TV Oklahoma City, uhf Ch. 19 (ABC-TV and DuMont), represented by The Bolling Co., Sept. 1.

PENNSYLVANIA

WCHA-TV Chambersburg, uhf Ch. 46, represented by Forjoe TV Inc., Sept. 15 (granted STA).

WILK-TV Wilkes-Barre, uhf Ch. 34 (ABC-TV and DuMont), represented by Avery-Knodel Inc., Sept. 15.

SOUTH CAROLINA

WNOK-TV Columbia, uhf Ch. 67 (CBS-TV and DuMont), represented by Paul Raymer Co., Sept. 1 (test pattern started Saturday).

TENNESSEE

WJHL-TV Johnson City, vhf Ch. 11, represented by John E. Pearson TV Inc., October.

WHBQ-TV Memphis, vhf Ch. 13, represented by Blair-TV, Sept. 27.

TEXAS

KRBC-TV Abilene, vhf Ch. 9, represented by John E. Pearson TV Inc., yesterday (Sunday).

KNUZ-TV Houston, uhf Ch. 39, represented by Forjoe TV Inc., Sept. 15.

KTVE (TV) Longview, uhf Ch. 32, represented by Forjoe TV Inc., Sept. 24 (granted STA).

KETX (TV) Tyler, Tex., uhf Ch. 19 (ABC-TV, CBS-TV, DuMont and NBC-TV), represented by Headley-Reed TV, today (Monday) (granted STA; test pattern started Aug. 24).

KANG-TV Waco, uhf Ch. 34 (ABC-TV), represented by John E. Pearson TV Inc., Sept. 15.

VIRGINIA

WCHV-TV Charlottesville, uhf Ch. 64, represented by The Walker Representation Co., Sept. 1.

WVEC-TV Hampton, uhf Ch. 15 (NBC-TV), represented by the William Rambeau Co., Sept. 19 (test pattern started Aug. 15) (granted STA).

WSVA-TV Harrisonburg, vhf Ch. 3 (NBC-TV), represented by Devney & Co., Sept. 1.

WEST VIRGINIA

WKNA-TV Charleston, uhf Ch. 49, represented by Weed TV, early September.

WISCONSIN

WCAN-TV Milwaukee, uhf Ch. 25 (CBS-TV), represented by O. L. Taylor Co., Sept. 1.

DODGER TV HASSLE GOES INTO COURT

On behalf of its WABD, DuMont TV Network asks a temporary injunction against the IBEW local.

DuMONT TV Network went into court late last week in an effort to get the Brooklyn Dodgers baseball games, formerly handled by still-struck WOR-TV New York, on the air over DuMont's WABD (TV) there.

Network counsel asked the State Supreme Court Thursday for a temporary injunction to keep Local 1212 of the International Brotherhood of Electrical Workers (AFL) from interfering with WABD's scheduled telecasts of the games.

The court's hearing Thursday afternoon, before Justice Samuel DeFalco, was devoted to arguments over the validity of service of the papers on the union, and another session Friday afternoon was slated to consider the same subject. But DuMont officials appeared confident that the whole issue would be solved satisfactorily in time for WABD to carry the games Saturday night and Sunday, as well as for the rest of the season.

WOR-TV Had Carried Games

Until Local 1212's strike against WOR-AM-TV started on Aug. 18, WOR-TV had carried the Dodgers games under sponsorship of Schaeffer Beer and American Tobacco Co., through BBDO. When remote broadcasts were ruled out because of the strike, arrangements were made for WABC-TV New York to carry the broadcasts under the same sponsorship. But IBEW electricians at the ball park refused to turn on the power for WABC-TV engineers, who are members of NABET [B•T, Aug. 24], and the sponsors then signed with DuMont for the baseball coverage.

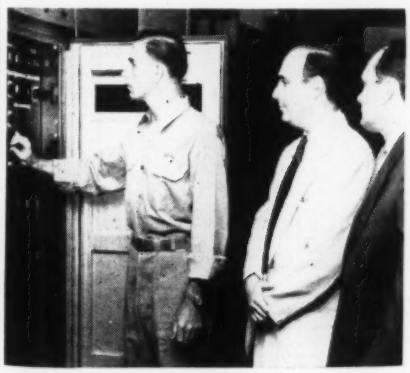
Then DuMont engineers, members of International Alliance of Theatrical Stage Employes (AFL), encountered an IBEW picket line when they appeared at the ball park, and DuMont officials, after advising their engineers to respect the picket line, instituted suit against the IBEW local.

Chris Witting, DuMont's managing director, said his company's position was that IBEW's dispute is not with DuMont or WABD, but with WOR; that WABD has a firm order from the sponsors for telecasts of the remaining Dodgers games, and that accordingly WABD is entitled to carry the games without interference from IBEW.

Meanwhile the strike at WOR-AM-TV continued, as did one that broke out Aug. 16 at WEVD New York.

WEVD was still off the air last week while negotiations continued over demands of engineers—also members of IBEW Local 1212—for higher pay.

At WOR-AM-TV, with negotiations also continuing over the key question of expansion or limitation of the duties of engineering staffs, the radio outlet was reported functioning normally with the use of supervisory employes, and the TV operation was said to be back to normal except for remotes.



WDSU-TV New Orleans goes to 100 kw maximum power on Ch. 6 as engineer John Dickenson throws the switch. Edgar B. Stern Jr. (c), president of WDSU Broadcasting Corp., and Lindsey Riddle, station's chief engineer, are witnesses to the power boost ceremony.

Active TV Thieves

TWO recent thefts of telecasting gear over the same weekend have the Hollywood police and executives of ABC-TV and KLAC-TV wondering if there is an unlicensed competitor operating behind the scenes. ABC-TV is minus a registered $8,500 RCA field camera, which in itself is useless without an additional $8,000 worth of equipment. KLAC-TV is missing equipment totalling $3,000 from the station relay point in Glendale.

RESULTS
THAT
COUNT—

A *local* agency told WGN-TV: "The leads developed from a single announcement on your program were better than four times any other television show that we have utilized."

A *national* advertiser said: Out of five markets used in this promotion, WGN-TV delivered 40% of the returns.

If you want RESULTS in Chicago, whether you're large or small, make WGN-TV your best television buy.

DUMONT
WGN-TV
CHANNEL 9 · CHICAGO
The Chicago Tribune Television Station

SURVEY SHOWS UHF AT 4.4% IN NORFOLK

Joint study was made Aug. 15 for NBC and WTAR-TV to show conversion of vhf TV homes to enable uhf reception as WVEC-TV readies for Sept. 19 commencement.

RESULTS of a special TV survey conducted in the Norfolk metropolitan area show uhf conversion totaling 4.4% of television homes during the week of Aug. 15. The survey was conducted by American Research Bureau, jointly retained by WTAR-TV Norfolk and NBC, whose network service moves to the new uhf station, WVEC-TV Hampton-Norfolk, effective Sept. 19.

The study is first of a monthly series designed to show extent of uhf installations in the Norfolk area. Next study will be conducted Sept. 10-16, just before WVEC-TV starts program service.

WVEC-TV has been transmitting a test pattern since Aug. 15 and plans to start program service Sept. 19. It is operating on uhf Ch. 15.

The survey results are based on completed telephone interviews with 2,380 homes, of which 1,354 were in the Norfolk-Portsmouth metropolitan area and 1,026 in Hampton-Warwick-Newport News. Results were weighted at 75% Norfolk and 25% Hampton-Warwick-Newport News.

TV saturation in the combined area was found to be 79.6%, or 140,176 TV homes, using 176,100 total homes as a base. Uhf saturation was 4.4% of all TV homes, or 6,167 homes.

In the Norfolk-Portsmouth area, TV saturation was 79.6% or 106,664 homes, with 4% or 4,266 homes having uhf.

In the Hampton-Warwick-Newport News area, TV saturation was 79.4% of all homes, or 33,427 homes, of which 5.5% or 1,838 homes were equipped with uhf.

As to channels viewed most, Ch. 4 (WTAR-TV) was listed by 98.7%, others by 0.2% and 1.1% did not answer. Answering the channel-being-received question, 99.5% listed Ch. 4 (WTAR-TV). Others included Hampton, Richmond, Washington and Baltimore.

Thomas P. Chisman, president and manager of WVEC-TV, told B•T: "I'm very well pleased with the figures at this stage. The study was made before we had been on the air a week, and then only with a test pattern.

'No Problem'

"We anticipate no problem in attaining coverage, believing that good program service will supply the answer."

Mr. Chisman said conversions were now proceeding at he rate of 1,000 a day and estimated present coverage at 13,000.

NBC started intensive uhf promotion in the Norfolk area in mid-July.

Campbell Arnoux, president and manager of WTAR-TV, told B•T: "We are not at all surprised at the small number of new sets and conversions despite the unprecedented publicity and sales campaign in all media and the large number of special crews sent down from Camden to assist in conversions. The results are just what we expected."

Mr. Arnoux said his original estimate of 15,000 to 18,000 uhf homes in the area when NBC goes to WVEC-TV Sept. 19 still stands, recalling that NBC had predicted 50,000 installations by that time. He added that the ARB survey did not ask if uhf homes had outside antennas.

INSPECTING KOMO-TV Seattle transmitter equipment as it arrives from RCA are (l to r) F. J. Brott, chief engineer; W. W. Warren, vice president and general manager, and O. W. Fisher, president of Fisher's Blend Station Inc. KOMO-TV announced it would be on the air Dec. 11 on Ch. 4 with 100 kw as the NBC-TV affiliate for Seattle and Western Washington.

WBKB (TV) To Boost ERP

WBKB (TV) Chicago, American Broadcasting-United Paramount outlet on vhf Ch. 7, plans to increase its power about 300%—from the present 28.3 kw visual to 114 kw—effective Sept. 18, the ABC Central Division announced last week. Power boost is expected to boost station's coverage of the Fox River Valley area comprising Aurora, Elgin, Waukegan and East Gary. WBKB hopes to reach maximum 316 kw FCC late next year, with installation of a 50 kw transmitter and new antenna. New power will mean radius increase in Grade A coverage from 25 to 34 miles and in Grade B from 43 to 51 miles.

WSAP to NBC as WAVY

WSAP Portsmouth, Va., on Sept. 19 will be under a new call, WAVY, when it switches its network affiliation from MBS to NBC. Station, with 5 kw on 1350 kc, is licensed to Portsmouth Radio Corp.

WOWO Breaks Ground for New 50 kw Transmitter

GREATEST significance of WOWO Fort Wayne, Ind., ground breaking ceremony Aug. 20 for the station's modern transmitter building to house a new 50 kw transmitter is "our faith in radio, demonstrated in a project such as this," Carl W. Vandagrift, station manager, said.

Mr. Vandagrift said the station also recognized that the new transmitter would extend its service "to many more listeners over a greater area." Cost is estimated at about $250,000.

The new power plant, which has a completion target date of next October, is 12 miles southwest of Fort Wayne. After the brief ceremony, construction was started on tower foundations which will anchor three, 420-ft. directional antennas. Actual start on the building will follow. The building will house in addition to the transmitter, a diesel generator emergency power supply and an auxiliary studio.

WOWO is owned by Westinghouse Radio Stations Inc. which operates four other radio stations in major markets. Westinghouse noted that when the WOWO transmitter is completed, all five WRS stations will be operating on maximum power. Other stations are WBZ Boston, KDKA Pittsburgh, KYW Philadelphia and KEX Portland, Ore.

Lincoln Dellar Sells KDB To F. B. Bauer for $75,000

SALE of KDB Santa Barbara, Calif., by Lincoln Dellar for $75,000 to F. Robert Bauer, former New York agency executive, was announced last week. The transfer is subject to FCC approval.

Mr. Bauer, prior to moving to Santa Barbara, was the New York manager of the radio-TV department of Cunningham & Walsh Inc. Previously, he had been chief timebuyer for Dancer-Fitzgerald-Sample, New York.

Mr. Dellar owns and operates KXOA Sacramento and KXOC Chico, Calif. He also is contestant for vhf Ch. 3 at Sacramento. The KDB sale was negotiated by Blackburn-Hamilton Co.

CALL LETTERS of WMGM New York are given by Pat Brady (wife of Sy Weintraub, vice president of Motion Pictures for Television). She is one of six "Miss Rheingold" contest finalists on the station. Giving her pointers on station break reading are (l to r) William L. Dye, advertising manager, Liebmann Breweries Inc.; Robert Weenolsen, Rheingold account executive in charge of radio-TV, Foote, Cone & Belding; Arthur Tolchin, sales manager, and Raymond Katz, program director, both WMGM. The finalist asks WMGM listeners to vote for her in Rheingold stores and taverns, and if selected, she will be starred in the company's 1954 advertising campaign.

17 Television Outlets Get Transmitting Equipment

SEVENTEEN television stations were shipped new transmitting equipment by RCA Victor, General Electric and the Allen B. DuMont Labs Inc. last week.

RCA shipped 1 kw uhf transmitters to WOKY-TV Milwaukee, Wis., uhf Ch. 19; WLBR-TV Lebanon, Pa., uhf Ch. 15; WARD-TV Johnstown, Pa., uhf Ch. 56, and to Capital City TV Co., Sacramento, Calif., uhf Ch. 40.

A 25 kw vhf transmitter was sent by RCA to WSLS-TV Roanoke, Va., which has been operating with a 2 kw RCA transmitter since last December.

GE shipped three 100 w uhf transmitters. They went to KBMT (TV) Beaumont, Tex., uhf Ch. 31; WCOS-TV Meridian, Miss., uhf Ch. 30, and to WPFA (TV) Pensacola, Fla., uhf Ch. 15.

GE's 12 kw uhf transmitters were shipped to WEEU-TV Reading, Pa., uhf Ch. 33; WILK-TV Wilkes-Barre, Pa., uhf Ch. 34; WKLO-TV Louisville, Ky., uhf Ch. 21, and to WIFE (TV) Dayton, Ohio, uhf Ch. 22.

One GE 1 kw amplifier was shipped to WLOK-TV Lima, Ohio, uhf Ch. 73.

Vhf equipment included 5 kw transmitters sent to KATV (TV) Pine Bluff, Ark., vhf Ch. 7; WSJS-TV Winston-Salem, vhf Ch. 12; WSVA-TV Harrisonburg, Va., vhf Ch. 3, and to KOIN-TV Portland, Ore., vhf Ch. 6.

Ready to ship is a 5 kw transmitter for KDRO-TV Sedalia, Mo., vhf Ch. 6.

GE also sent a 20 kw vhf amplifier to WCPO-TV Cincinnati and a 30 kw vhf amplifier to WJBK-TV Detroit. Both are pre-freeze stations.

DuMont announced that it had shipped its second 5 kw uhf transmitter and complete associated station equipment to uhf Ch. 67 WNOK-TV Columbia, S. C. (see story page 56).

WOR Participation Plan Has Giveaway, Merchandising

A COMBINATION radio and television program with a telephone giveaway feature and merchandising tie-ins was offered for participating sponsorship last week by WOR-AM-TV New York, which described the package as "an auxiliary sales force" for advertisers and said it would start Oct. 12.

The plan offers advertisers up to 84 time segments a week—42 on each of the stations—plus participation in a weekly half-hour simulcast. There will be six one-minute segments daily on WOR and six on WOR-TV. On the first and fourth of these each day, eight non-competitive grocery products will be featured as "brands of the day," officials said, while on the second, third, fifth and sixth only seven products will be featured, with one sponsor purposely omitted.

Immediately after these "prize segments" the station will make telephone calls to families selected from a list of those who register by letter or postcard. Among those called, the first family that correctly identifies the missing sponsor will receive a $25 cash award. Thus, it was explained, there will be fifty-six $25-winners a week, and these fifty-six will qualify as contestants for the weekly grand prize of a $3,000 mink coat, to be awarded on the weekly half-hour simulcast.

The program, called *Spot the Sponsor*, is being offered under contracts for from one- to seven-day participations. For seven-day participations (84 segments and the simulcast) the cost is $2,590; for one day, $430. Spokesmen explained last week that the presentation was just being completed and that no advertsers had yet signed.

NEW!
NEW!
NEW!
KOAT-TV
ALBUQUERQUE, N. M.
25,000
watts
(RADIATED POWER)
MODERATOR
Channel 7
ABC TV AFFILIATE
1. Albuquerque's population has skyrocketed from 40,000 in 1940 . . . to 100,000 in 1950 . . . to a metropolitan area of 175,000 in 1953 . . . has more than quadrupled in 13 years!
2. KOAT-TV's coverage area includes over 267,000 people.
3. These people spent $380 million dollars in 1952 . . . will spend more this year.
MAKE A "BLUE CHIP FLIP" TO KOAT-TV
ON THE AIR SEPTEMBER 15
DuMont Multi-Scanner
Large Rear Screen Projection
Mobile Microwave
UP Telephoto Pictures
Outside Shooting Area
1950-52 Feature Movies
15 Top TV Film Programs under exclusive contract
Spanish Feature Movies
PLUS: Superior Production Experience, Showmanship, and Salesmanship
Take a long, evaluating look at KOAT-TV in Albuquerque (mushroomingest city in the U. S.). Albuquerque is the hub of a headline-making market area which includes big-time oil and gas wells, fabulous uranium "finds", king-size Government projects, prosperous farming, multi-herd cattle raising, and construction in addition to its industries.
Siphon off your share of this prosperous and receptive market!
BUY KOAT-TV . . TODAY
National Representative
GEORGE P. HOLLINGBERY
Company
Chicago
New York
San Francisco
Atlanta
Los Angeles
KOAT-TV Channel 7
25,000 watts E.R.P.
ALBUQUERQUE, N.M.
ABC-TV affiliate
A. M. CADWELL, President
PHIL HOFFMAN, Vice Pres.-Mgr.
H. W. WIMBERLY, Secy.-Treas.
Affiliated with KOAT RADIO

PROGRAM SERVICES

WBS TAILORS TO SPOT BUYING

THIS YEAR's business volume of World Broadcasting System, radio transcription library and program service, is expected to exceed last year's record total by 30 to 35%, General Manager Pierre Weis said last week in announcing that World will start immediately to accelerate its policy toward "programs that invite spot buying."

He said the policy move was in anticipation of an "even more marked trend" toward local programming and local spot sales in radio. As indication of what he considered the changing character of local radio selling, he cited local sales of World's recent *You Win* telephone quiz, which he said had accounted for more than $3 million in billings for World subscribers.

Trend To Local

"It is becoming more and more apparent," Mr. Weis said, "that the trend in radio toward local programming and local selling is increasing all the time. Even the radio networks have recognized this by bringing local stations more into the program picture as sources of talent and material.

"Because World business is local business, we will continue to stay ahead of this trend by emphasizing more and more merchandising programs designed for local spot business and local sales from this point on."

Spivak, Rountree Dividing Radio-TV Package Shows

LAWRENCE C. SPIVAK and Martha Rountree were in negotiations last week looking toward a shifting of interests in their radio-TV package shows. Mr. Spivak was expected to buy Miss Rountree's share of *Meet The Press* and *Big Issue*, with Miss Rountree keeping *Nation's Press Conference*.

Miss Rountree is understood to be joining her husband Oliver M. Presbrey, in a newly-formed firm which will produce and package *Leave It to The Girls*, soon to return to ABC-TV, and *Washington Exclusive* as well as *Nation's Press Conference*.

Mr. Spivak told B•T, that negotiations have been going on for quite awhile and may not be completed immediately.

GOVERNMENT

INDUSTRY AWAITS SEPT. 8 DEADLINE AS ACTIVITY CONTINUES ON COLOR TV

Emerson President Abrams states that firm will produce color sets at 25% above present prices within 18 months of FCC approval. RCA and GE sell their first color gear.

AS the industry watched to see what the FCC-fixed, Sept. 8 deadline for comments on color TV brings forth, activity on that subject continued last week.

• Emerson Radio & Phonograph Co. pledged that within 18 months after the FCC approved the NTSC compatible color standards it would bring out a color TV set at 25% above the price of present black-and-white sets.

• Hoffman Radio Corp.'s President H. Leslie Hoffman said it would take two years following the FCC's approval of compatible color standards before the industry could begin to mass produce tri-color tubes.

• Both RCA and GE sold their first color TV equipment to stations; the former to WWJ-TV Detroit and the latter to KVTV (TV) Sioux City, Iowa.

• An NTSC committee drafted, at the request of the FCC, a revision of the present black and white rules and standards so as to permit the broadcasting of color signals.

Emerson's Pledge

Emerson's pledge was contained in a letter to FCC Chairman Rosel H. Hyde and other members of the FCC from Emerson President Benjamin Abrams. In urging that the Commission approve the NTSC standards for compatible color TV, Mr. Abrams said that Emerson "aims to produce color television receivers at prices approximately 25% above present-day black-and-white receivers" within 18 months after FCC approval.

Mr. Abrams also pledged that "concurrently we will use every effort in line with our long established policy and reputation as the leading expert in space-saving radio and television receivers to evolve the most compact color television receivers."

The Emerson executive's statement on color prices followed reassertion of his belief that "television cannot be a complete success, nor rise to its full maturity, unless not only black-and-white receivers but also color receivers are available at prices within the reach of the average consumer."

"Color will become significant to the receiver manufacturer when 21-in. color sets are produced to retail at $500, and that is some years off." The estimate was made by Mr. Hoffman at a Washington news conference last week.

Mr. Hoffman, who declared himself wholeheartedly in favor of the NTSC standards, said that even after the FCC approves compatible color, there still will be a technical problem—tri-color tubes. He foresaw a two-year period following the FCC's authorization before there will be color tubes developed and in production that are stable, capable of being mass produced and within the price range of present monochrome kinescopes.

If the FCC approves compatible color standards Jan. 1, 1954, Mr. Hoffman said, he expects to have a color receiver in his line by April or May—but at a price of $800 to $1,000. He expects no great rush of color receivers or programs immediately following FCC approval.

Edgar J. Love, general engineering manager of WWJ-TV, reported that the *Detroit News* station had purchased monitoring equipment to enable engineers and program personnel to study NBC colorcasts.

Places Order

Robert R. Tichner, Cowles Broadcasting Co. vice president and general manager of KVTV Sioux City, Iowa, reported that the station had placed an order with GE for all equipment necessary to telecast network color programs. Equipment is expected to be delivered during the first quarter of 1954.

The NTSC committee, which submitted a draft of revised rules and standards to the FCC, incorporating the compatible color specifications proposed by the industry for adoption by the Commission, was comprised of David B. Smith, Philco research vice president; E. W. Engstrom, RCA Labs. vice president, and Austin Bailey, Hazeltine executive.

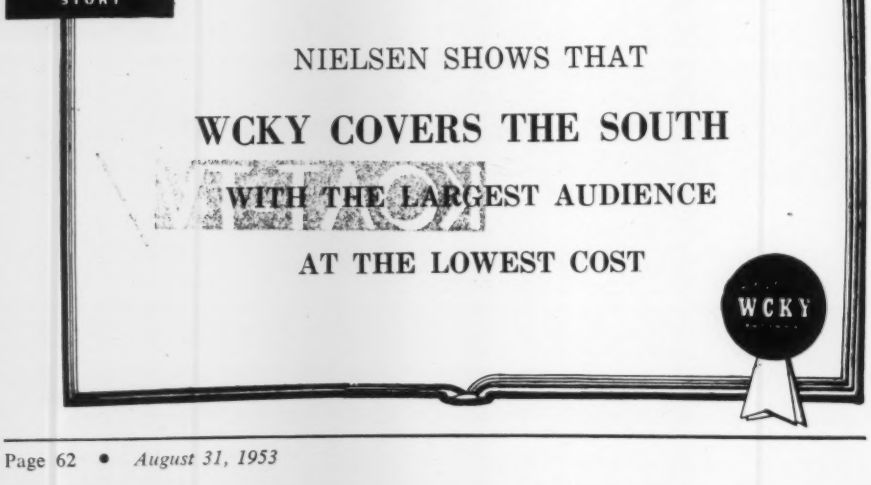
Since the industry's proposal for compatible color authorization contains present black-and-white specifications, brand new color specifications and revised monochrome standards, it was felt that an NTSC group could do a better job of integrating them into the official rules than if the Commission staff attempted to do so.

Although the Commission has already been shown the draft, it will be officially submitted to the Commission in NTSC and other manufacturers' comments due Sept. 8.

The Commission was also in receipt last week of a letter from Harry R. Lubcke, Los Angeles consulting enginer and one-time television chief of the Don Lee Network, favoring the NTSC standards for compatible color television.

Color tubes will cost six times that of present black and white ones initially, Dr. Willard Geer, director, U. of Southern California Physics Labs., estimated last week.

FCC was also urged by Admiral Corp. to approve NTSC system "in the public interest." Admiral noted that its engineering and research departments have been devoting practically all their efforts in the last three years to the field of color television.



FCC GRANTS FOUR CPS FOR VHF

Columbus, Ga., Manchester, N. H., and Sweetwater, Tex., get authorizations as Commission also makes final its proposed grant at Jackson, Miss.

DESPITE protests of an Alabama state legislator and the mayor pro-tem of Phenix City, Ala., against the local news policy of the Columbus, Ga., *Ledger-Enquirer*, FCC last week granted vhf Ch. 4 at Columbus to Columbus Broadcasting Co. Grantee is a new firm representing a merger of the earlier competitive TV applications of J. W. Woodruff's WRBL Columbus and the *Ledger-Enquirer*. Phenix City and Columbus are adjacent.

Ch. 4 is the only vhf facility available at Columbus. WDAK-TV earlier was authorized on uhf Ch. 28 and plans an Oct. 1 starting date.

The Columbus grant was conditioned upon the *Ledger- Enquirer* interests giving up WGBA-AM-FM there.

In other TV actions, the Commission granted vhf Ch. 12 at Sweetwater, Tex., to Texas Telecasting Inc., permittee of KDUB-TV Lubbock, Tex., and authorized vhf Ch. 9 at Manchester, N. H., to The Radio Voice of New Hampshire Inc., licensee of WMUR there.

WMUR buys the physical assets of WFEA there, its Ch. 9 competitor, for $175,000. WMUR hopes to re-sell WFEA. If unsuccessful, WFEA would be deleted.

FCC also announced an order to make final the hearing examiner's initial decision for grant of vhf Ch. 3 at Jackson, Miss., to Lamar Life Broadcasting Co., licensee of WJDX there. The grant was made possible by the withdrawal of the competitive application of Delta Sales Corp. [B•T, Aug. 24].

Hennock Dissents

Comr. Frieda B. Hennock, although not participating in the non-hearing TV grants, dissented from a Commission decision to send letters to the protestants in the Columbus Ch. 4 case. The letters explained FCC's policy to handle promptly applications rendered free for action through merger or amendment.

The Commission letters, sent to Alabama State Rep. J. W. Brassell (Russell County) and Phenix City Mayor Pro-Tem Elmer E. Reese, said the protestants have until Sept. 10 to file verified statements for Commission consideration pursuant to Sec. 1.726(c) of the Commission rules. Comr. Hennock, however, felt the complaints should have been considered before the Ch. 4 grant was issued.

Grants Detailed

Details of the new station grants follow:

Columbus, Ga.—Columbus Bcstg. Co. Inc. granted vhf Ch. 4; effective radiated power 26.9 kw visual and 14.5 kw aural; antenna height above average terrain 360 ft. Grantee is 51% owned by R. W. Page Corp., operator of WGBA and publisher of the "Ledger-Herald," and 49% by J. W. Woodruff Sr. and son. Latter operate WRBL. Grant is conditioned upon disposition of WGBA.

Jackson, Miss. — Lamar Life Bcstg. Co. (WJDX). Final decision to grant vhf Ch. 3; ERP 100 kw visual and 50 kw aural; antenna height above average terrain 591 ft.

Manchester, N. H.—The Voice of New Hampshire Inc. (WMUR) granted vhf Ch. 9; ERP 148 kw visual and 89.1 kw aural; antenna height above average terrain 1,020 ft.

Sweetwater, Tex. — Texas Telecasting Inc. granted vhf Ch. 12; ERP 2.95 kw visual and 1.48 kw aural; antenna height above average terrain 340 ft.

W. D. (Dub) Rogers Jr., head of Texas Telecasting, which received the Sweetwater Ch. 12 grant, said no target date has been established for the new station. Since KDUB-TV Lubbock is affiliated with CBS, Mr. Rogers said it was presumed the new station likewise would affiliate with that network. Similarly, Avery-Knodel is expected to be national representative. DuMont equipment will be used.

Both protests to the Columbus Ch. 4 action consisted of telegrams to Comr. Hennock. Phenix City Mayor Pro-Tem Reese said:

The city commission of Phenix City, Ala., urgently requests that you delay action for one week on granting construction permit to Columbus Bcstg. Co. Inc. Many citizens of the city of Phenix City, Ala., wish to appear before FCC and protest the granting to the "Ledger-Enquirer" newspaper of Ch. 4.

Granting such construction permit to the "Ledger-Enquirer" newspaper would further their monopoly on news distribution in this area. "Ledger-Enquirer" has unjustly and maliciously slanted, changed, omitted, overplayed and underplayed news concerning Phenix City for many years in ruthless effort to oppress industry, trade and commerce already in Phenix City as well as to prejudice and grossly mislead prospective new industry.

All news of merger of application of WRBL and "Ledger-Enquirer"-controlled WGBA to acquire Ch. 4 has been purposefully withheld from citizens and government of city of Phenix City.

City of Phenix City represents one-fourth population in Columbus-Phenix City municipal area. In case of any questions in reference to this protest, please phone me collect at 87878 Phenix City.

IF YOUR STATION

HAS A

DISC JOCKEY SHOW

READ THIS

NOW—for the first time in the history of radio—a program service designed specifically for Disc Jockey Shows! It's SHOW STOPPERS—the newest—the most exciting thing in radio today!

SHOW STOPPERS brings your DJ up to 20 recorded madcap "characters" each month PLUS completely integrated script material. The **laughs** are GUARANTEED! SHOW STOPPER cut-ins are wild! They're hilarious! And they're going like hot-cakes! STATIONS IN 36 STATES AND CANADA HAVE ALREADY SUBSCRIBED!

GET on the SHOW STOPPERS bandwagon now. Secure the SHOW STOPPERS *EXCLUSIVE* for your city. Then watch your disc jockey show ratings go up Up UP!

These stations are but a few of those building sales with this fast-growing new programming idea—

WREC, Memphis, Tenn.	KOWH, Omaha, Neb.	KXEL, Waterloo, Iowa
WBBC, Flint, Mich.	KABQ, Albuquerque, N. M.	CKY, Winnipeg, Man.
WGAC, Augusta, Ga.	KWJJ, Portland, Ore.	KXLK, Great Falls, Mont.
WCOG, Greensboro, N. C.	WEBK, Tampa, Fla.	KRNO, San Bernardino
CFRN, Edmonton, Alta.	WVAM, Altoona, Pa.	KGEM, Boise, Idaho
WSLS, Roanoke, Va.	WDOD, Chattanooga, Tenn.	KNAK, Salt Lake City

Write for special promotion disc and details TODAY!

BUT HURRY Markets are closing Fast!

SHOW/STOPPERS

P. O. BOX 210, GRAND CENTRAL STATION, NEW YORK 17, N. Y.

ROBERT J. CLARKSON — OWNER-PRODUCER

(Formerly Gen. Mgr. Columbia Transcriptions—Columbia Records)

TV PRIORITY LIST GOES INTO EFFECT

Commission's official release corresponds to list in B•T Aug. 24. Comr. Hennock dissents on term 'operating station.'

REVISED temporary processing procedure for the handling of contested television applications went into effect at FCC last Monday as the Commission issued its official city priority list.

The amended priority list, including Group A for cities without local operating stations and Group B for cities having one or more operating outlets, is as published in B•T Aug. 24, page 44. FCC will revise it each 60 days.

Includes Applicants

B•T's version of the list, however, also contains the pending mutually-exclusive applications for each of the priority cities and the operating stations therein. FCC's official list gives only the priority number, the city, its 1950 census population and the number of operating stations.

The designation of cases for hearing does not necessarily follow the priority list, an FCC spokesman explained, since some cases require more time to prepare than others. This is due to the time lag when FCC must send second or third supplemental McFarland letters to applicants for additional data.

Comr. Frieda B. Hennock dissented from the majority in the issuance of the priority list, contending the Commission without prior public notice altered its definition of "operating station" to mean a station actually programming on the air instead of an outlet holding a special temporary authorization allowing such operation.

Here are several corrections to the priority list published in B•T Aug. 24:

GROUP A

City priority No. 12, Durham, N. C., vhf Ch. 11 contestants WDNC and WTIK should not be listed as having received McFarland letters.

GROUP B

City priority No. 5, Seattle, Wash., vhf Ch. 7 contestants KXA and KVI also should include contestant KIRO.

City priority No. 7, Norfolk-Portsmouth-Newport News, Va., vhf Ch. 10 contestants WGH Newport News, WCAV, Chesapeake Services Inc., WNOR and WSAP also should include contestant Beachview Bcstg. Corp.

City priority No. 32, San Antonio, Tex., vhf Ch. 12 contestants KONO and KTSA should include Bexar County TV Corp. instead of KABC. Bexar is identified with former owners of KABC, now sold to Storer Broadcasting Co., operator of KEYL (TV) there.

City priority No. 41, Atlanta, Ga., operating stations WAGA-TV and WSB-TV also should include WLWA (TV).

Text of Comr. Hennock's dissent follows:

At the time the Commission issued its original report and order in this proceeding on July 17, 1953 (FCC 53-889), I dissented from that action for reasons set forth in my dissenting opinion of that date (FCC Public Notice 93339).

I objected particularly because the Commission did not engage in proposed rule-making for this revision of its processing procedure but instead adopted this basic change by a report and order effective 30 days after official publication of its action.

Today, without any notice whatsoever, the Commission departs from the terms of this very report and order. This is a processing revision without prior announcement or intimation to the public and is entirely unwarranted.

The Commission stated only 30 days ago that the term "operating television station" shall mean "a television broadcast station for which the Commission has issued . . . an STA for regular commercial operation. . . ." Today, an examination of the table will make clear that the Commission has interpreted this definition in a way to flatly contradict the plain meaning of the words. This interpretation makes the criterion for an "operating television station" under this provision not the *issuance* of an STA for regular commercial operation, as the report and order prescribes, but rather *actual program operation*. Even more serious is the fact that this change has been adopted, and is reflected in the lists promulgated today, without any prior notice to the public.

I also particularly objected to the provision contained in the report and order which set forth explicitly that, in spite of the elaborately worked out system it established for determining priorities, the Commission might process applications and designate them for hearing "without regard to the priorities." I pointed out the inconsistency involved in the adoption of explicit processing procedures simultaneously with an announcement that the Commission might act "without regard to" them.

In the public notice issued today the Commission makes it clear that the insertion of this provision was not merely a matter of form. The public notice states, in the second sentence from the end, that the designation of applications for hearing will follow the order of priority set forth in the rules, "except as otherwise determined by the Commission."

I am further disturbed because of what I believe to be a failure on the part of the Commission to recognize the implications of this new procedure for hearings on television applications with respect to the uhf. In any procedure designed to set up the order in which hearings on television applications will be held, I believe that there can and should be particular provision designed to give further impetus to the development of uhf. As the Commission has noted in its past decisions, a very large portion of stations in this country will ultimately have to be uhf stations if we are to develop an effective nationwide competitive television system. I find no recognition of this vital point in the new procedure being adopted by the Commission today.

Interim TV Plan

PUTTING to practical test the interim television corporation plan proposed earlier this year for competitive TV applicants by Paul R. Bartlett, president-manager and 60% stockholder in KFRE Fresno, Calif. [B•T, March 2], the three vhf Ch. 12 contestants at Shreveport, La., last week submitted to FCC a joint application for operation on Ch. 12 pending outcome of the comparative hearing on their individual applications. The applicants are KRMD, Shreveport TV Co. and Southland TV Co. They have formed Interim TV Corp. (details page 97) in which each holds one-third interest and will share in construction and operation of the proposed "interim" station. The winning applicant in the Ch. 12 hearing, now pending initial decision before Examiner Fanney N. Litvin, would buy out the others.

FUNDS SLASH HITS USIA OPERATIONS

Information agency will release about two thousand people. Voice programming also is reduced.

ADMINISTRATION economy, heightened by appropriation cutbacks, has hit the U. S. Information Agency, which operates the Voice of America.

Announced last week were the following cutbacks:

• In personnel—Separation notices are going to 1,300 foreign citizens and 300 Americans overseas and to about 470 employes in New York and Washington. Some 500 unfilled jobs will be abolished. Total reduction is from 8,200 to 6,200 people in USIA. Some 200 persons with the Voice in New York will be let go.

• In VOA programming—Programs transmitted daily overseas will be reduced from the 45 languages of several months ago to 34. Voice suffers a cutback in operating funds from $22.4 million to $16.6 million in its fiscal 1954 operation which began two months ago.

The agency's director, Theodore C. Streibert (former MBS board chairman), said, however, that despite the reductions required by Congress slicing some $30 million from the 1953 fiscal $105 million, he was "confident that we can develop an effective, hard-hitting program with the funds now available."

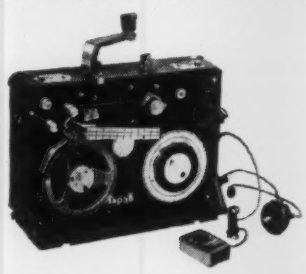
Funds problem was among the top matters Mr. Streibert had to give his attention to upon taking office the first of this month [CLOSED CIRCUIT, Aug. 10].

On Voice, Mr. Streibert said broadcasts "will hammer away at the uncertainties, the doubts and suspicious behind the Iron and Bamboo Curtains," while playing up "significant developments in the Kremlin's power struggle." Also to be included in programs aired to Soviet satellites will be religious programs.

The VOA head now is Leonard F. Erikson, formerly vice president and director at McCann-Erickson Inc., New York advertising agency.

Other media divisions were cut proportionately. The press, library and motion picture sections are the other top branches. VOA gets much more than the other media services. Reductions: Press, from $7.7 million to $4.3 million; library, from $4.2 million to $3.2 million; motion picture, from $7.1 million to $3 million.

BE THERE WITH THIS



New Travis Tapak

the one-man, spring-wound broadcast — quality walkie recorder. On the scene in minutes. Gets the dramatic eye-witness reports with all the sound effects. No vehicles, no lines, no AC, no charging. Accurate 7½"/Sec. Erases, monitors, rewinds, plays. Write for rental-trial offer.

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WACH (TV) SUPPORTS PAY-SEE TV PLEA

ANOTHER TV grantee joined the quartet of uhf TV stations asking the Commission to establish subscription TV [B•T, Aug. 10] when WACH (TV) Newport News, Va., submitted a petition last week requesting that the Commission hold rule-making proceedings at an early date looking to the authorization of pay-TV.

WACH, sister station to WHYU (AM) in Newport News, only two weeks ago wired Sens. Edwin C. Johnson (D-Colo.), Harry F. Byrd (D-Va.) and William F. Knowland (R-Calif.) asking for a Congressional investigation of network affiliation policies, particularly with regard to vhf and uhf stations [B•T, Aug. 24].

In its petition on subscription TV, WACH said it believed pay-as-you-look TV would be a "valuable adjunct to television stations' program service by enabling stations to make available to their audiences programs that otherwise could not be broadcast by the station, either because of operating economics or because of restrictions placed on the program by the party in control of the program material."

Subscription TV will better enable a non-network television station to compete with network affiliates and network programs, WACH said. WACH received a grant for uhf Ch. 33 in February 1953.

At the same time, a leading West Coast TV receiver manufacturer, H. Leslie Hoffman, termed subscription TV "socialistic." "It is not an American approach," he declared. He coupled subscription television with the European concept of broadcasting where listeners and viewers pay a yearly tax for their receivers.

Early last year, Zenith Radio Corp.—which had been in the forefront of subscription TV advocacy—filed a petition with the FCC asking that its "Phonevision" system be authorized for commercial use. No action has been taken.

Early in August, four uhf grantees asked the Commission to take early action. They were WDHN (TV) New Brunswick, N. J.; WIP-TV Philadelphia; WELI-TV New Haven, and Stamford-Norwalk (Conn.) Television Co.

Senate Radio-TV Gallery Remodeling Bids Received

CONTRACTS will be let soon for the $33,000 remodeling of the Senate Radio-Television Gallery [B•T, Aug. 3].

The Senate last month okayed funds for the facelifting which will provide the gallery with a 20 x 15 ft. TV studio to handle live telecasts. The studio can be subdivided by acoustical doors to permit simultaneous filming of shows. A radio studio also can be subdivided. The entire project is reapportionment of current space for more efficient utilization.

Architect of the Capitol David Lynn is handling the contract and subcontract letting. Bids have been submitted.

The radio studio, it was explained, will permit forum discussions to be held there, and if more space is needed, the TV studio could be used for radio purposes.

AM Grant in Guam

FIRST commercial radio station for the island of Guam was granted by FCC last week. Permit for the new AM station on 610 kc with 1 kw fulltime went to Radio Guam, headed by Harry M. Engel Jr., president of KVEN Ventura, Calif.

SIX HEARINGS SET UNDER OLD PRIORITY

SIX TV hearing cases were scheduled by FCC last week to begin in Washington on Sept. 25.

Processing of the applications involved had begun before the revised priority list was issued by the Commission last Monday (see separate story). Comr. Robert T. Bartley dissented, stating, "I would immediately institute the new priorities for determining the date of hearing."

Slated to commence Sept. 25 for hearing in Washington are the following:

Roanoke, Va.—Vhf Ch. 7 Contestants: Times-World Corp. (WDBJ) and Radio Roanoke Inc. (WROV). Latter earlier suspended uhf Ch. 27 operation in favor of seeking vhf facility.

Philadelphia—Uhf Ch. 17. Contestants: Southern Jersey Bestg. Co. (WKDN Camden, N. J.) and Patrick Joseph Stanton (WJMJ).

Philadelphia—Uhf Ch. 23. Contestants: Daily News TV Co. (WIBG) and Lou Poller.

Detroit—Uhf Ch. 50. Contestants: Booth Radio & TV Stations Inc. (WJLB) and Woodward Bestg. Co.

Detroit—Uhf Ch. 62. Contestants: Royal Oak Bestg. Co. (WEXL Royal Oak, Mich.), Ferndale, Mich.; Knight Newspapers Inc., and UAW-CIO Bestg. Corp. of Mich.

Baltimore—Uhf Ch. 18. Contestants: The Baltimore Radio Show Inc. (WFBR) and Chesapeake TV Bestg. Inc.

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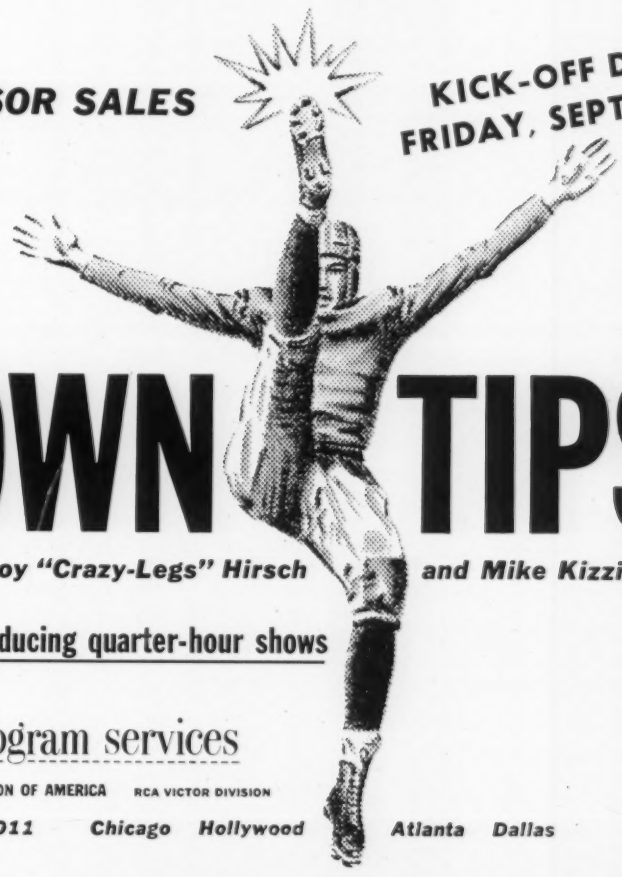

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Mr. Windsor has managed our station, WGBA-WGBA-FM in Columbus, Ga., for the past five years. He has been responsible for tremendous progress and achievement during that time.

He was scheduled to become general manager of both radio and television if and when our TV application was granted. In this connection he handled most of the details of our application and preparation for hearing. He acquired, as our representative, much valuable training and indoctrination in TV operation and management.

Due to a merger of our interest with the competing TV applicant, Mr. Windsor cannot be offered a position in the newly organized company commensurate with his ability and standing. We are happy to recommend him to anyone needing a completely competent manager for either radio or TV, or both. He can be reached in care of our station through me personally.

J. H. Chapman
President
Radio Station WGBA
Columbus, Ga.
Phone 3-3603

FCC QUESTIONS WIND TRANSFER

Atlass family ownership in WIND-AM-TV still is substantial, the Commission finds, and tells the stations via McFarland letter that 'necessity of hearing' is indicated.

BECAUSE of the Atlass family's continued substantial ownership interest in WIND-AM-TV Chicago after proposed transfer from Johnson-Kennedy Radio Corp. to WIND Inc. [B•T, April 27], FCC last week advised the stations by McFarland letter that the transfer application "indicates necessity of a hearing."

When WIND-TV was authorized on uhf Ch. 20, FCC conditioned the grant upon the withdrawal of H. Leslie Atlass from ownership interest since he also has "interest" in WBBM-AM-TV Chicago, the CBS owned-and-operated outlet. Mr. Atlass is vice president of the CBS Central Division and general manager of WBBM-AM-TV.

Although Mr. Atlass holds no stock in WIND Inc., the transferee, other members of his family hold a total of 40.7%, the Commission noted. His brother, Ralph Atlass, is president of WIND Inc. and WIND manager. Ralph Atlass holds 11.1% in WIND Inc.

FCC indicated it is concerned whether the realignment of WIND ownership might result in restriction of competition between WBBM and WIND radio and TV operations.

The application seeks Commission approval to transfer 100% control of Johnson-Kennedy to the new firm, WIND Inc. H. Leslie Atlass withdraws and receives consideration of $564,495 while Philip K. Wrigley gives up his interest and receives $1,126,566. A third principal stockholder, the *Chicago Daily News*, sells its share for $1,126,566 but purchases 27.7% holding in WIND Inc. for $12,500.

The total consideration of $2.9 million is to be paid out of current assets and future revenues, the application showed. That H. Leslie Atlass would be a creditor for some $400,000 also drew FCC attention in the issuance of the McFarland letter.

Mr. Wrigley is withdrawing in order to provide for his heirs, four of whom hold stock in WIND Inc. Messrs. Wrigley and H. Leslie Atlass bought into WIND in late 1938.

KXEL Anti-Trust Suit Recessed Until Sept. 23

TRIAL in anti-trust suit brought by KWWL against KXEL, both Waterloo, Iowa, was recessed Thursday until Sept. 23 at the request of both parties. This move followed the resumption of the proceedings before U. S. District Court Judge Henry N. Graven, in KWWL's suit against KXEL for $500,000 damages Tuesday.

Also last Thursday KXEL dismissed its counter suit against KWWL for $150,000. This was filed after the KWWL suit had been brought into court.

Both suits stemmed from competing applications for Waterloo's single vhf Ch. 7. KWWL charged that KXEL management had inspired a boycott of its AM station in a move to force it to withdraw its application. KXEL, in its counter suit, made much the same charges against KWWL.

During last week's sessions, 19 out of 90 KWWL witnesses were on the stand. They were mostly television dealers and servicemen.

Addition of Ch. 12 For Duluth-Superior Asked

ADDITION of vhf Ch. 12 to Duluth-Superior, potential solution to vhf Chs. 3 and 6 hearings there, was proposed by FCC last week upon the petition of WEBC Duluth, contestant for Ch. 3 at Superior. With the addition of Ch. 12, there would be three vhf channels available for the three remaining contestants.

WEBC's application is mutually exclusive with that of KDAL Duluth. Sole survivor in the Ch. 6 case is WDSM Superior. Ch. 6 contestant Lakehead Telecasters has petitioned for dismissal. WREX Duluth, part owner of Lakehead Telecasters, has been merged with WDSM, and WREX was deleted.

The addition of Ch. 12 to Duluth-Superior would require deletion of the facility from Brainerd, Minn., and Iron River, Mich. Uhf Ch. 37 would be substituted at Brainerd and uhf Ch. 33 at Iron River. Comments on the proposal are due Sept. 30. FCC dismissed WEBC's alternative request for the allocation of vhf Ch. 10 to Duluth-Superior [B•T, July 27].

In another allocation action based upon the petition of Carl Bloomquist, licensee of WEVE Eveleth, Minn., FCC instituted a rule-making proceeding looking toward deletion of vhf Ch. 10 from Hibbing, Minn., and Hancock, Mich., in order to assign the facility to Virginia, Minn., and Larium, Mich.

Mr. Bloomquist, who suggests vhf Ch. 13 might be switched from Calumet, Mich., to Hancock as substitute for removal of Ch. 10, proposes to file for a station on Ch. 10 at Virginia, the central city of the iron ore area known as the Mesabi Range. Comments are due Sept. 30.

FCC DENIES WWEZ BID FOR VHF CH. 8

FIRST effort of a commercial television applicant to remove the educational reservation on a TV channel was turned down by FCC last week as the Commission denied the petition of WWEZ New Orleans respecting vhf Ch. 8 there. WWEZ had contended the educational facility goes unsought while it is ready to build a commercial station if it could use Ch. 8.

FCC noted the "substantial progress made by the Greater New Orleans Educational Television Foundation in its efforts to establish an educational station on Ch. 8," even though no bid is on file, "and the survey and study now being made by the Special Legislative Television Committee for submission to the 1954 Louisiana state legislative session."

In its memorandum opinion and order in the WWEZ case, the Commission recalled that "in both the Third Notice and the Sixth Report, we stressed the need for noncommercial educational TV stations. We held that because educational institutions require more time than commercial interests to prepare for television, a reservation of channels is necessary to insure that such stations actually come into existence.

"While we state that such a reservation should not be for an excessively long period and should be surveyed from time to time, it should be emphasized that no limit whatever was placed on the duration of the assignment of channels reserved for noncommercial educational use."

FCC concluded that "in view of the policy underlying the reservation, we do not believe, in the absence of compelling circumstances, which are not present in this case, that the instant request for the deletion of the educational reservation should be granted."

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Do you know the difference?

They seem very much alike. They do the same things. They are produced in the same ways.

One is the electricity the federal government produces and distributes. The other is the electricity you get from your business-managed electric company.

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Company Electricity	*Government Electricity*
• Its rates are strictly regulated by people chosen to represent *you.*	• Its rates are exempt from normal regulation.
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• It pays taxes (about 23c out of every dollar you pay for electric service).	• It pays little or no taxes.
• It plays a key role in America's free enterprise system.	• It is a step toward a government monopoly—*and socialism.*

Tax-paying, business-managed electric companies can provide the electric power America needs. Isn't it extravagant for the federal government to spend your tax money to provide it?

The answer to that question is important to you. That's why these facts are presented to you by AMERICA'S ELECTRIC LIGHT AND POWER COMPANIES.*

*Names on request from this magazine

GOVERNMENT

WHOL Operation Assured Until Court Acts on Appeal

CONTINUANCE of WHOL Allentown, Pa., on 1230 kc (with 250 w) until its appeal against the FCC is determined was ordered by the U. S. Court of Appeals in Washington, D. C., last week after argument on the case Aug. 24 [B•T, Aug. 24]. In line with the court order FCC Thursday extended the termination date of WHOL to the end of the month coming after a final court decision.

WHOL originally was granted 1230 kc in Allentown in 1947 after a hearing with the *Easton* (Pa.) *Express*, which owns WEEX (FM) in that city. The Easton applicant appealed the FCC's decision and in 1949, the Court remanded the case to the FCC to determine whether Easton or Allentown needed another station. The FCC reopened the case in 1950, and early in July of this year, the Commission made final the grant to the Easton newspaper. WHOL immediately appealed that decision to the court. This is the case awaiting determination.

The Commission had told WHOL it had until Aug. 31 to close down in order for the *Easton Express* station to go on the air.

FCC Approves WARC Sale

SALE of WARC Rochester, N. Y., by S. W. Townsend and associates for $105,000 to Star Broadcasting Co. was approved by FCC last week. Star is licensee of WGVA Geneva, N. Y., and grantee of uhf Ch. 15 at Rochester. WARC gave up its competitive Ch. 15 application upon condition that the station be purchased by Star [B•T, June 15].

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NETWORKS

CBS RADIO WHEELS INTO DRIVE TO PROMOTE RADIO AND NETWORK

Promotion is double-barreled, for radio as a medium and CBS Radio in particular. Sessions are Tuesday and Wednesday. Featured will be top network officials, among them, President Adrian Murphy and Charles Oppenheim of CBS Radio's promotion and advertising department.

A DOUBLE-BARRELED promotion plan—promoting radio in general and CBS Radio programs specifically—will be detailed by CBS Radio officials this week to an expected 125-150 affiliated stations' promotion managers and other executives at a two-day clinic in New York.

The sessions will be held Tuesday and Wednesday at the Hotel Pierre and will include addresses by top network officials, headed by CBS Radio President Adrian Murphy. Chares Oppenhiem, administrative manager of sales promotion and advertising, who announced the plans for the meetings [B•T, Aug. 24] will be a key figure in the sessions.

Cover Entire Season

Where previous clinics of this nature have dealt only with promotion for the fall season's programs, Mr. Oppenheim noted, this session will cover the entire 1953-54 season, extending far beyond the promotion planned for programs beginning or returning to the air this fall.

Opening day speakers, in addition to President Murphy and Mr. Oppenheim, include John Karol, network sales vice president; Lester Gottleib, program vice president; W. Eldon Hazard, network sales manager; George Bristol, sales promotion and advertising director; George Crandall, press information director, and Irvin Fein, director of public relations, Hollywood.

Panel Session

The first-day meeting also will feature a question-and-answer panel on programming in which participants will be Stuart Novins, director of public affairs; Wells Church, director of news broadcasts; Dr. George Crothers, director of religious broadcasts, and John Derr, director of sports.

Tuesday's luncheon entertainment will be presented by Joan Edwards, CBS' WCBS New York personality, and Lyn Duddy, who together wrote the new CBS Radio campaign jingles, and stars of CBS Radio daytime serials.

The Tuesday afternoon meeting includes a panel discussion of publicity and promotion, featuring Messrs. Crandall and Fein; Harper Carraine, director of research; Louis Dorfsman, associate director of sales promotion and advertising; Tom Means, director of CBS-owned station promotion service; Joseph Tole, production manager, sales promotion and advertising dept.; Murry Salberg, program promotion manager; Sid Garfield, director of exploitation, and Harry Feeney, trade news editor.

Special Seminars

Special seminars on specific station promotion subjects will occupy the group on Wednesday.

Clinic sessions similar to those scheduled for New York will be held at the Palace Hotel in San Francisco on Sept. 10 for 35 CBS Radio stations on the West Coast. Speakers will include Messrs. Karol, Bristol and Oppenheim, plus William Shaw, general manager of KNX Los Angeles and the Columbia Pacific Radio Network; E. W. Buckalew, assistant general manager and sales manager; Arthur Hull Haves, vice president in charge of the San Francisco office, and Mr. Fein.

Registration: CBS Radio Clinic

PROMOTION managers and other station executives registered for CBS Radio's 1953-54 program promotion clinic, being held tomorrow (Tuesday) and Wednesday at the Hotel Pierre in New York [B•T, Aug. 24], included the following:

Doc Williams, WADC Akron; James F. Chambers, WHOL Allentown, Pa.; Fred Weber, WFPG Atlantic City; L. Waters Milbourne and Robert M. Richmond, WCAO Baltimore; John Turner, WNBF Binghamton, N. Y.; Lionel Baxter, Jimmy Chenoweth, Henry Johnston, WAPI Birmingham; Fred Lounsberry, Roswell McPherson, WGR Buffalo; Frank Reardon, KBOW Butte; Leo F. Cole, WMT Cedar Rapids; Nelson Benton, WBT Charlotte; Julius Glass, WGAR Cleveland; James D. Russell, KVOR Colorado Springs; C. Wallace Martin, WMSC Columbia, S. C.; Margie Ruddock and Jim Yerian, WBNS Columbus, Ohio; Mal Campbell and Karl F. Steinmann, WCUM

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SPEAKERS AT CBS RADIO PROMOTION CLINIC

Mr. Murphy | Mr. Karol | Mr. Derr | Mr. Novins | Mr. Gottlieb | Mr. Hazard | Mr. Bristol | Mr. Crandall

Cumberland, Md.; Chuck Gay, WHIO Dayton; James H. Quello, WJR Detroit; Dale Cowle, KDAL Duluth; J. F. Jarman Jr., WDNC Durham; Phil Cameron, WELM Elmira, N. Y.; James Mayes, WFAI Fayetteville, N. C.; Haydn R. Evans, WBAY Green Bay, Wis.; Allen Wannamaker, WBIG Greensboro; James F. McDonough, WAKE Greenville, S. C.; Walter B. Haase and William Malo, WDRC Hartford; Charles DeRose and Francis Hamel, WHYN Holyoke, Mass.; Withers Gavin, WJQS Jackson, Miss.; W. L. Hurley, KSJB Jamestown, N. D.; Austin A. Harrison, KSWM Joplin, Mo.; Harold Storm, KMBC Kansas City; Jim Frost and Robert Kaufmann, KNX Los Angeles, Calif.; Bill Loader, WHAS Louisville; Michael Henry, WKOW Madison, Wis.;

Warren Journay, WFEA Manchester, N. H.; William Emard, William C. Fowler and John Ramp, WBAT Marion, Ind.; J. D. Hill, WISN Milwaukee; John Boler, KCJB Minot, N. D.; Hugh M. Smith, WCOV Montgomery; Carl Ward, Don Foley and Dick Stahlberger, WCBS New York; Robert Davis and Bob Lambe, WTAR Norfolk; Don Shoemaker, KFAB Omaha; Ray Mofield, WPAD Paducah, Ky.; George H. Clinton, WPAR Parkersburg, W. Va.; Robert M. Riley Jr., WMBD Peoria, Ill.; Fred Birnbaum and Robert N. Pryor, WCAU Philadelphia; James Murray and Owen Simon, KQV Pittsburgh; Gerald F. Boyd, WPAY Portsmouth, Ohio; Arnold F. Schoen Jr., WPRO Providence, R. I.; Jack Stone, WRVA Richmond; Joe Grant, WDBJ Roanoke, Va.; Glover Delaney, WHEC Rochester, N. Y.;

Les Johnson, WHBF Rock Island, Ill.; Otto Bremers, KMOX St. Louis; Charles D. Lutz, KTSA San Antonio; Miss F. Courtney Knight, WTOC Savannah; George D. Coleman, WGBI Scranton, Pa.; Jane Dalton, WSPA Spartanburg, S. C.; Bill Miller, WTAX Springfield, Ill.; G. Pearson Ward, KTTS Springfield, Mo.; Robert Soule and Robert Weir, WFBL Syracuse, N. Y.; Kenneth Marsden and Cecily Vaison, CFRB Toronto; James F. Baker Jr., WTRY Troy, N. Y.; Fred David and James Gismondi, WMBS Uniontown, Pa.; Fred Bowen and N. W. Cook, WIBX Utica, N. Y.; Cody Pfanstiehl, WTOP Washington; Bob Holczar and J. Maxim Ryder, WBRY Waterbury, Conn.; H. V. McMillan, WJNO West Palm Beach, Fla.; Howard W. Meagle, WWVA Wheeling; Kenyon Brown, KWFT Wichita Falls, Tex.; Miss Beulah Roth, KFH Wichita; Henry Sullivan, WGTM Wilson, N. C.; John Hiser, WTAG Worcester; Dick Harris, WNAX Yankton, S. D.; Richard Paisley, WHUM Reading, Pa.

CBS AFFILIATES NAME 9 DIRECTORS

NINE of 12 members of the new autonomous CBS Radio Affiliates Committee were formally elected last Tuesday, taking over the functions formerly performed by the CBS Affiliates Advisory Board and the CBS Business Standards Committee.

Kenyon Brown, chairman of the Business Standards Committee, formed two years ago to resist network rate adjustments, announced the results of the mail balloting, which closed last Tuesday, coincident with the dissolution of the predecessor committees. Balloting was handled by William E. Griess, C.P.A., Cincinnati.

The nine directors were elected by affiliates in an equal number of geographical districts, with this group to meet within the next two or three weeks at the call of Acting Chairman Brown to select three directors-at-large. The board of 12 will then select its own permanent chairman, secretary and treasurer.

Elected to the new board, in addition to Mr. Brown (District 8) were Arnold F. Schoen Jr., WPRO Providence, District 1; I. R. Lounsberry, WGR Buffalo (former chairman of CAAB), District 2; C. T. Lucy, WRVA Richmond, District 3; Charles H. Crutchfield, WBT Charlotte, District 4; W. H. Summerville, WWL New Orleans, District 5; Hulbert Taft Jr., WKRC Cincinnati, District 6; Hugh B. Terry, KLZ Denver, District 7; Saul Haas, KIRO Seattle, District 9.

After the district directors meet to select three directors-at-large, it is expected a meeting will be arranged with management of CBS Radio to discuss network-affiliate policy matters. The new committee was created by the affiliates as a group entirely divorced from network influence, whereas previous advisory committees functioned in conjunction with the network. It is being financed entirely by affiliates and will function with complete autonomy, Mr. Brown pointed out.

Townsend CBS-TV News Head, Skedgell Named at CBS Radio

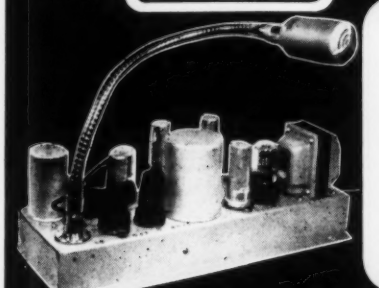
APPOINTMENT of Dallas S. Townsend Jr. as manager of the CBS Television news dept. and naming of Robert Skedgell to succeed him as director of special events for CBS Radio were announced by the networks last week, effective today (Monday).

Mr. Townsend takes over the duties formerly handled by Fritz Littlejohn, managing editor of CBS-TV news, who is moving to ABC as head of television news and special events [B•T, Aug. 3]. Mr. Skedgell has been weekend editor for CBS Radio news.

WDLP Now With NBC

WDLP Panama City, Fla., on Aug. 13 became affiliated with NBC. Owned by John H. Perry Assoc., WDLP uses 1 kw on 590 kc.

the GATES Announco-mote



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50,000 WATTS, 1010 K.C.

CFRB covers over 1/5 the homes in Canada, covers the market area that accounts for 40% of the retail sales. That makes CFRB your No. 1 buy in Canada's No. 1 market.

REPRESENTATIVES

United States: Adam J. Young Jr., Incorporated

Canada: All-Canada Radio Facilities, Limited

MBS AFFILIATION PLAN BEGINS OCT. 1

Following FCC's approval of Mutual's new plan to pay stations in 'top-quality' programs rather than cash, MBS Station Relations Vice President Pete Johnson announced that the plan would go into effect Oct. 1. The number of MBS affiliates who approved the proposal was not revealed.

MUTUAL will put its revolutionary new affiliation plan into effect Oct. 1, E. M. (Pete) Johnson, station relations vice president, told the affiliates in a conference call early Friday afternoon.

He did not indicate how many affiliates had approved the departure in affiliate-network relationships [B•T, July 6, et seq.], but it was obvious from the decision that Mutual feels it has enough acceptances to go ahead with the plan on schedule.

The announcement came one day after FCC had cleared the new Mutual affiliation contract form as revised to conform to FCC suggestions.

Mr. Johnson told the stations that Mutual was sending out contract amendments Friday embodying changes approved by the commission, and he urged affiliates to sign them and return them at once.

Under the new type of operation, the amount of time "optioned" by Mutual from its affiliates will be cut from nine hours a day to an average of five. The stations agree to clear the five hours and to accept no pay for network commercial programs in these periods. Instead of money, the stations will get from Mutual a total of 14 hours of free programs per week for local or national spot sale. If Mutual should sell any time outside the "option" periods, net receipts from such sales would be turned over to the stations except for a 15% "selling commission" which Mutual would retain.

Mutual President and Board Chairman Thomas F. O'Neil has characterized the plan as a "revolutionary" one that could mark the "biggest turning point" in the history of the network and the stations, and could change "the whole future" of the stations' local profits as well as the future of radio itself.

FCC's approval of the proposed contract came Thursday afternoon when MBS revised a provision to give affiliates the right to accept or reject new programs or sponsors. This followed several weeks of conferences between MBS attorneys and FCC executives.

Iowa, Maryland Turndowns

Meanwhile, MBS affiliates in Iowa unanimously turned down the proposed new contract in a meeting at Des Moines Aug. 26, according to Ben Sanders (KICD Spencer), chairman of the Mutual Affiliate Committee, Iowa Broadcasters Assn.

Rebuff was on terms of principle and the charge that the new contract was in reality a form of "time seizure," Mr. Sanders said.

A permanent MBS affiliate committee was formed and will act as a consulting unit in further negotiations between the 13 Iowa outlets and MBS.

Stations represented at the meeting were: KROS Clinton, KSTT Davenport, KDEC Decorah, KIOA Des Moines, KVFD Fort Dodge, KFJB Marshalltown, KRIB Mason City, KBIZ Ottumwa, KFNF Shenandoah, KTRI Sioux City, KICD Spencer, KWWL Waterloo, and WDBQ Dubuque.

Previously, the Maryland Mutual affiliates had voted against approval of the Mutual plan [AT DEADLINE, July 27].

Early in August, a majority of North Carolina affiliates reportedly agreed to the new contract [B•T, Aug. 17].

In his talk Aug. 21 to Mutual managers over a conference telephone call, Mr. O'Neil urged that a new concept of radio networking was necessary.

After referring to his interest in the successful operation of Mutual affiliates, which is reflected in the success of the network, Mr. O'Neil continued:

However, something has happened nowadays with radio, which was not the case in the past. Let's use the horrible word. The horrible word is television. Television is now competing for the advertisers' money in such a way that it makes us take a second look at radio. And this second look gives us this particular pause.

How feasible, economically, is the operation of four radio networks? We've made quite a study of this. We find that on the basis of past operation, four networks operated as they have been in the "classical" style, are not economically feasible. This might sound like a rather drastic statement. . . .

Mr. O'Neil then mentioned meetings with members of the Mutual Affiliates Advisory Committee at Cope Code and Virginia Beach. He emphasized that the MBS plan stemmed from MBS officials' attitude as Mutual affiliates (Mr. O'Neil's General Teleradio owns WOR-AM-FM-TV New York and the Don Lee and Yankee Network divisions in California and New England). He also revealed that the total amount of business done by WOR, Don Lee and Yankee operations "is actually in excess of the amount of billing that we do on Mutual."

Although the MBS plan cannot be expected to be favored by all 500-odd Mutual affiliates, Mr. O'Neil urged that all consider the benefits of network affiliation. "Without national networks with their program adjacencies, stations would have little national spot business anyway," he said.

Mr. O'Neil concluded his talk with the following: "The things we have asked of you in our new contract amendment are simply those things we feel are necessary to strengthen you and strengthen us. I believe your self-interest and ours are parallel, and I hope I have been able to convince you."

CBS-TV Signs Uhf WCAN-TV As Affiliate in Milwaukee

CBS-TV last week signed WCAN-TV Milwaukee, a uhf station on Ch. 25, as a primary interconnected affiliate, making Milwaukee a competitive network market [CLOSED CIRCUIT, Aug. 24].

In the past WTMJ-TV, only television station operating in Milwaukee, has been affiliated with all four networks.

WCAN-TV's affiliation with CBS-TV is effective Sept. 15.

The station is owned by Midwest Broadcasting Co., licensee of WCAN. Lou Poller is president and general manager.

WBNS has more than top ratings . . .

INTERESTED LISTENERS, TOO!

For a community where listening to WBNS is a habit, WBNS has an amazing hold on the *attention* of listeners, too. Day-after-day, mail proves our audiences are following *every* word; gift and premium offers draw floods of replies; our disc jockeys get tongue weary reading off dedications . . . this all adds up to listener loyalty . . . with more folks listening to WBNS Radio than any other station. And this CBS outlet carries the 20 top-rated programs consistently. They'll really listen to your sales message on WBNS.

CBS for CENTRAL OHIO

WBNS radio

ASK JOHN BLAIR

COLUMBUS, OHIO

ABC RADIO PLANS NIGHTTIME SERIALS

SERIALIZED nighttime programming will be launched by ABC radio Oct. 5 as part of its new fall-winter schedule, with two quarter-hour dramas in the 8:30-9 p.m. segment Monday through Friday, it was announced last week.

The shows are *Hollywood Romance*, described as "dramatic saga of a young actor starting out on his Hollywood career," which will be heard at 8:30-45 p.m., and *Mike Malloy*, a detective serial which is scheduled at 8:45-9 p.m. Officials said both serials "will feature complete dramas in five episodes, offering listeners continued diversified and exciting entertainment for the entire week."

ABC authorities said it would be "the first time in radio history" that serialized nighttime programming has been offered. But others pointed out *Amos 'n' Andy* and *Vic and Sade*, among others, had had long runs in evening time.

Two-Fold Advantage

Raymond Diaz, national program director for the ABC radio network, said "the advantage of the new serialized dramatic programs is two-fold in that, where the different nightly episodes are linked by a continuing situation, the storylines have been so designed that each episode will offer the one-time listener a complete story in itself, thereby offering entertainment to suit preferences of the entire audience."

Speaking of ABC radio's total fall schedule, Mr. Diaz said "an increased use of name personalities also will be in evidence," with "stars of stage, screen and radio . . . spotlighted on programs of their own as well as making guest appearances on dramatic and variety programs."

Among the new shows will be that of George Jessel, noted entertainer signed by ABC radio-TV. He will launch his weekly, hour-long *George Jessel Salutes* program Oct. 14 (Wed., 9-10 p.m.), entertaining a national organization each week and appearing in his traditional role as toastmaster.

WILS-TV Signs With ABC

WILS-TV Lansing, Mich., has signed a secondary affiliation agreement with ABC-TV. The station, owned by Lansing Broadcasting Co., is assigned uhf Ch. 54. It went on the air with a test pattern Aug. 12 and is slated to begin commercial operations about Sept. 20. It also is affiliated with the DuMont TV Network.

3 Leave CBS-TV Story Dept.

ARTHUR HEINEMANN, head of the story dept. of CBS-TV; Janet Wood, assistant story editor, and Beatrice Galland, assistant to Miss Wood, resigned effective last Friday. Mr. Heinemann had been with CBS for the past five and a half years. Miss Wood had been with the network for three and a half years as has Miss Galand.

DuMont Signs WFAM-TV

WFAM-TV Lafayette, Ind., signed last week as a DuMont TV Network affiliate. The station, on uhf Ch. 59, has been on the air since June 15. Headed by O. E. Richardson as president, WFAM-TV is represented nationally by William G. Rambeau Co.

ACS, CBS Plan Closed-Circuit Colorcasts Beginning Oct. 21

Thirty weekly hour-long telecasts linking medical centers in six or more cities are planned in this milestone of networking and public service.

IN WHAT it called "the most advanced and ambitious professional education program ever undertaken," the American Cancer Society in cooperation with CBS will launch on Oct. 21 a series of 30 weekly one-hour color TV closed circuit telecasts linking medical centers in six or more cities.

The series, being announced by ACS today (Monday), is designed to acquaint members of the medical profession with latest methods of detecting and diagnosing cancer, and uses, at each reception point, 4- by 6-ft. screens each capable of accommodating 500 viewers.

The program will be presented from 5 to 6 p.m. by prominent cancer specialists and will be beamed at the outset to medical centers in New York, Boston, Philadelphia, Pittsburgh, Detroit, and Toledo. ACS said the county medical society in each city is cooperating in the project, with committees of physicians assisting in arrangements, and that additional cities will be added to the closed circuit network after initial trials.

The Cancer Society has allocated $250,000 for the first year's operation of the project. CBS as co-sponsor is underwriting the rest of the expense—which spokesmen declined to estimate—and is providing transmission of the programs to each city without charge.

The plan was proposed a year ago by Dr. Peter C. Goldmark, director of the CBS Labs Division and developer of the CBS color TV system. The large screen to be used in the project also was developed by CBS. Most of these programs will be presented "live," but some films will be used for background, ACS said.

Dr. Charles S. Cameron, medical and scientific director of ACS, said that "in this project we have received the enthusiastic cooperation of county medical societies," and that physicians watching the programs "will be given a better view of most proceedings than the demonstrating doctor himself has."

Kinescopes will be made for later showing to medical societies beyond the telecast areas.

Mefford R. Runyon, executive vice president of ACS, said the first year's programs will be telecast from specially constructed studios in New York's Memorial Cancer Center and the Francis Delafield Hospital attached to the Columbia Presbyterian Medical Center.

NBC in Chicago Adds Three

APPOINTMENT of three new account executives to the radio and TV network sales staffs of NBC in Chicago was announced Thursday by Edward Hitz, Central Division network sales manager. Eric C. Lambart, Chicago sales representative for *American* Magazine for the past seven years, was assigned to the radio sales staff, while Angus Robinson, formerly of Walter O'Keefe Enterprises in Hollywood, and Cy Wagner, ABC-TV salesman since 1950, were assigned to the NBC-TV sales staff.

1950—173 LOCAL ADVERTISERS . . .

1951—215 LOCAL ADVERTISERS . . .

1952—239 LOCAL ADVERTISERS . . .

Local advertisers see the RESULTS of their advertising schedules . . . good or bad . . . quickly *reflected in their cash registers.* Each year for the past three years, an increasing number of local advertisers have placed schedules on WOC. With the number of these advertisers increasing 38%, 1952 over 1950, there is no better proof that WOC advertising schedules are reflecting busy cash registers. Buy your advertising at this local cash register level . . . buy WOC, and you'll find your Quint-Cities sales skyrocketing.

WOC

FREE & PETERS, INC.
Exclusive National Representatives
Davenport, Iowa
Basic NBC Affiliate
5000 W. — 1420 KC
Col. B. J. Palmer, President
Ernest C. Sanders, Manager

YOUNGSTOWN'S
BEST
ADVERTISING
BUY

C. E. Hooper Nov. '52 Thru Mar. '53
Shows WBBW share of Audience
Increased

57% MORE IN THE MORNING

*20% MORE IN THE AFTERNOON

46% MORE IN THE EVENING

Making WBBW

Lowest Cost Per 1,000 Homes

OF ALL RADIO STATIONS SERVING YOUNGSTOWN

** 97%

OF ALL RADIO HOMES IN MAHONING COUNTY, TUNE IN

WBBW

ABC IN YOUNGSTOWN

REPRESENTED BY FORJOE

* Afternoon periods always were high
** A. C. Nielsen Report

Ultimate Goal of DuMont Labs Is 1000 Kw Uhf Transmitter

TO BUILD a uhf transmitter that will deliver 1,000,000 w effective radiated power—that is the goal which Allen B. DuMont Labs is setting for itself, as disclosed in an announcement being released today (Monday).

Dr. Thomas T. Goldsmith Jr., DuMont research director, was quoted as telling the 75 men who developed and perfected the company's first 5-kw uhf transmitter:

"We're now going far up the scale. We're going to hit the FCC ceiling of one million watts effective radiated power. Dr. DuMont and I are proud of what you turned out. Now our sights are on super-powered TV transmitters which will give uhf equal importance to that of its elder, vhf."

Dr. Goldsmith pointed out that the DuMont Research Div. had worked closely with Eitel-McCullough (Eimac), which builds the 5 kw klystron tube and said further cooperative research and development on the higher-powered klystron are planned.

DuMont said the 5-kw klystron-powered transmitter installed at WGLV-TV Easton, Pa., uhf station with 100 kw ERP, delivered a picture in New York, 71 miles distant, that was as clear as the signal of a New York station [B•T, Aug. 17].

Rockwell Gets Patent

U. S. PATENT on a high-power tube development has been received by R. J. Rockwell, vice president for engineering, Crosley Broadcasting Corp. It's expected that the development will cut down on production rejections of high-power equipment. Patent, according to Crosley, covers "special electronic circuitry" developed during the firm's operation of the Voice of America transmitters at Bethany, Ohio. Mr. Rockwell has 22 other patents in the broadcast engineering field.

Midget Tape Recorder Announced by MEI

SMALL TAPE recorder designed for spot announcements has been developed by Michigan Electronics Inc., Chicago. Named the "Message Repeater," the machine features ability to repeat the same message without rewinding.

The Message Repeater, about the size of a box camera, can be plugged into any transmitter. Its developers point out that small stations have used it successfully for stand-by recorded announcements. It is offered on a rental or direct purchase basis.

TV Boosts Hi-Fi—Johnson

TV's popularity has helped educate listeners to a greater appreciation of sound values provided by high fidelity equipment, W. C. Johnson, Admiral vice president in charge of sales, asserted last week.

Mr. Johnson noted that some 25 million TV receivers use FM in sound transmission and claimed viewers get a more realistic reproduction of sound than do radio listeners. Admiral last week announced the development of a 20-tube high fidelity AM-FM radio-phonograph combination, with deliveries scheduled in September.

TV Catches Thieves

NOW THEY'RE catching thieves by television. RCA has reported that RCA industrial TV equipment was used to give police an eye-witness view of theft from stockroom of an RCA television service branch in Hollywood. When inventories showed some $38,000 worth of equipment missing, an industrial TV camera was installed in stockroom rafters and focused on the loading platform. For two weeks, RCA said, police watched a viewing screen in a room some distance away, saw a clerk and truck driver spiriting tubes off during lunch hour, and then nabbed them.

Pacific Mercury TV Plans $1 Million Expansion Program

CONSTRUCTION on the first unit of its new $1 million plant on a recently acquired 40-acre tract has been started by Pacific Mercury Television Manufacturing Corp., Van Nuys, Calif., at Hayvenhurst Ave. and Chase St.

The one-story air-conditioned building will cover 122,000 square feet. It will be used for executive offices, research, engineering and production departments, as well as TV receiver assembly lines. Cabinet construction will continue at the company's present factory, 6001 Van Nuys Blvd., until completion of additional structures, to be erected during 1954 at the new location.

Accelerates Building

Increase of the TV manufacturing company's gross from $6 million in 1951 to $15 million last year has accelerated the building program, according to President Joe Benaron. An eventual working force of 2,000 employes is planned, he said.

AT&T Links Two Outlets

LINKING of KEDD (TV) Wichita, Kan., and WETV (TV) Macon, Ga., to the Bell Telephone System's nationwide television network facilities was announced by AT&T's Long Lines Dept. last week. AT&T said network programs now are available to 154 stations in 103 U. S. cities simultaneously with their origination.

CHNS
HALIFAX NOVA SCOTIA
Our List of NATIONAL ADVERTISERS Looks Like WHO'S WHO!
THEY want the BEST!
Ask
JOS. WEED & CO.,
350 Madison Ave., New York
About the
Maritimes Busiest Station
5000 WATTS

— PERSONNEL RELATIONS —

LABOR DEPT. RULES IN INDUSTRY FAVOR

New decision, announced last week by Dept. of Labor, will save stations large amounts. In future, announcers and performers will not be paid for out-of-stretch programs if they get a fee for their work.

FEES may be paid by radio and TV stations in lieu of overtime for out-of-stretch work by announcers and performers under a ruling announced last week by William R. McComb, Administrator of the Wage & Hour & Public Contracts Divisions, Dept. of Labor.

The ruling removes a policy that discriminated against the industry. It climaxes a long battle by Richard P. Doherty, NARTB employe-employer relations vice president, and is expected to save stations large sums.

In essence, the ruling means that overtime need not be paid for out-of-stretch programs if an announcer gets a fee for the work. Only requirement is that the fee must at least equal the time-and-a-half wages for the assignment.

Conferences over a period of years bore results as Mr. Doherty acquainted federal officials with industry practices. Employe unions have recognized the fee practice, and these payments traditionally exceed the required overtime fee.

Back Wages Paid

Some stations have been forced to pay substantial sums in back wages to employes because they were detected in violations. Federal inspectors had detected such violations in California and New York.

Mr. Doherty said the regulation comes "as welcome news to the radio and television industry." He added that NARTB has contended for years the government interpretation was unsound and based on "legalistic thinking." He pointed to the fact that typical fees "have exceeded statutory overtime several times over."

There still is no obligation to pay fees or other special payments for out-of-stretch work by announcers or any other employes, according to Mr. Doherty. A station is privileged to pay at the statutory time-and-one-half rate. He said there is no obligation to pay statutory overtime unless the total workweek exceeds 40 hours. Daily overtime beyond regular daily work stretch is a matter of station practice or union contract.

Text of the Wage-Hour Administrator's ruling follows:

"Amend Part 550 by adding a proviso at the end of 550.1 to read: 'Provided, however, That where services described in paragraph (a) of this section are performed on a program falling outside of the regular workday or workweek as established and scheduled in good faith in accordance with the provisions of the applicable employment agreement, the Administrator will not regard the act as requiring additional compensation as a result of the time worked on the program if the parties agree in advance of such program that a special payment made therefor shall include any increased statutory compensation attributable to the additional worktime thereon and if such special payment, when made, is actually sufficient in amount to include the statutory straight-time and overtime compensation (computed without regard to talent fees) for the additional time worked in the workweek resulting from the performer's service on such program.' "

SEALED
for your protection

Now you can be sure the RCA-5820 Image Orthicon you buy for replacement use is new, unused and untouched by human hands since it left the factory. Each RCA-5820 is sealed in its own tamper-proof, transparent container.

The unbroken seal is visible assurance that you are the first to take the factory-fresh 5820 from its container.

Customer protection like this is a typical example of RCA's never-ending effort to provide TV and broadcast stations with the most dependable tubes the industry can offer.

See your local RCA Tube Distributor for fast service on factory-fresh Image Orthicons . . . and all types of RCA Tubes.

RCA RADIO CORPORATION of AMERICA
ELECTRON TUBES HARRISON, N. J.

MORE

Texas advertisers use

KMAC

than any other San Antonio station

★

TEXANS KNOW TEXAS

★

REPRESENTED NATIONALLY BY
THE WALKER REPRESENTATION CO., INC.

KMAC 26 YEARS OF SERVICE

MUTUAL on 630
SAN ANTONIO, TEXAS
HOWARD W. DAVIS, Owner

EDUCATION

NABET Announces Fellowships For U of Ill. and Iowa State

SUCCESSFUL candidates for the educational TV study sessions to be conducted at the U. of Illinois and Iowa State College in August and September were announced last week by Graydon Ausmus, president of the National Assn. of Educational Broadcasters, and Harry J. Skornia, NAEB executive director.

The Illinois session, on educational TV production, was to start at Urbana last Friday and continue through Sept. 18. It is under the direction of Rudy Bretz of Croton-on-Hudson, N. Y., and Prof. Edward Stasheff, U. of Michigan, with Prof. Richard Rider, director of TV for the U. of Illinois, as coordinator. The Iowa Seminar, on station management, was to start yesterday (Sunday) at Ames and continue through Sept. 5. Prof. Richard B. Hull, manager of Iowa State College's WOI-AM-TV, and Merritt Ludwig, assistant manager, are in charge. Study sessions were made possible by grants from Fund for Adult Education.

Successful candidates for NAEB fellowships for the Illinois workshop were listed as follows:

Gale R. Adkins, acting director of radio-TV, U. of Texas; J. Larry Beauchamp, program director, Purdue U.; William K. Cumming, producer-director, Michigan State College; Marguerite Fleming, manager, St. Louis Board of Education's KSLH; John H. Glade, producer, Purdue U.; William Gulley, Consolidated U. of North Carolina's WUNC Chapel Hill; Warren A. Kraetzer, director of New York U. Office of Radio-TV; Marie Scanlon, radio-TV supervisor, Newark Board of Education; Karl F. Schmidt, program manager, U. of Wisconsin's WHA Madison; Hazen J. Shumacher Jr., production supervisor, U. of Michigan; Herbert Seltz, head of TV production, Indiana U.; Francis P. Tobolski, assistant to radio-TV supervisor, Illinois Institute of Technology; Evelyn Walker, radio-TV coordinator for Birmingham (Ala.) public schools; Walter Whitaker, program and production director, U. of Alabama; Wolfgang Kuhn, radio-TV committee chairman, U. of Illinois School of Music.

Successful candidates for NAEB fellowships at the Iowa seminar are:

R. Edwin Browne, radio-TV director, U. of Kansas; William G. Harley, program director, Wisconsin State Broadcast Service, U. of Wisconsin; John D. Henderson, educational supervisor, Purdue's WBAA Lafayette, Ind.; Mrs. Kathleen Lardie, manager, Detroit public schools' WDTR; Carl Menzer, director, State U. of Iowa's WSUI and KSUI Iowa City; Paul Rickard, radio-TV director, Wayne U.; S. Donald Robertson, director, U. of North Dakota's KFJM Grand Forks; Elmer Sulzer, director of Indiana Radio and TV Service, Indiana U.; Mrs. Elaine Tucker, program director, Classen High School's 'KOKH (FM) Oklahoma City; Kenneth D. Wright, director of broadcasting services, U. of Tennessee.

Educators Must Mix Fare For Success in TV—Sener

"EDUCATIONAL television must offer a little of the corned beef and cabbage, and a little of the caviar, if it is going to be successful."

This recipe was offered by William Sener, manager of KUSC Los Angeles, at the Educational Television Institute sponsored by KING-TV Seattle Aug. 17-22.

One of nine educational TV specialists who served on the faculty of the institute, Mr. Sener told nearly 300 delegates:

"There is undoubtedly a wide group of persons which commercial television is not reaching. Therefore, we (educational TV) have a great potential which as yet in many ways has remained untapped."

The series of sessions was pointed toward more effective use of educational time on commercial channels, as well as the development of programs for the reserved noncommercial Ch. 9 in Seattle.

In the opening sessions, the audience heard some of the basic requirements and problems of telecasting from King Broadcasting Co. officials.

INTERNATIONAL

CBC ANNOUNCES RATE CARD NO. 4

CBFT Montreal rates jump. Time classifications and regional discounts have been set up for all stations.

WITH SIX TV stations listed, Canadian Broadcasting Corp. has announced its fourth TV network rate card effective Sept. 1. Rates for CBFT (TV) Montreal have been increased from $375 to $490 an hour because of increased number of sets in the area. Rates for CBLT (TV) Toronto remain at $750 an hour, CBOT (TV) Ottawa $150 an hour, CBUT (TV) Vancouver $160 an hour, and for independently-owned TV stations CKSO-TV Sudbury, $120 an hour, and CFPL-TV London, $160 an hour.

CANADA

Three time classifications have been established and frequency and regional discounts set up now that there are two time zones available, Eastern and Pacific. Class A time is from 6-11 p.m. daily, Class B time from 1-6 p.m. Saturday and Sunday, 5-6 p.m. Monday through Friday, and class C time is all other time.

Class B time is 75% of gross rates, Class C time is 60% of gross rates. Hour breakdown rates are 80% of hourly rate for 45 minutes, 60% for 30 minutes, 50% for 20 minutes, 40% for 15 minutes, 35% for 10 minutes and 30% for five minutes. Frequency discounts start at 2½% for 13-25 occasions, go to 10% for 52 or more occasions. Regional discounts are 4% per region.

Interconnection for microwave relays are from Buffalo-Toronto-Ottawa-Montreal circuit, at $280 per hour for complete circuit, $120 between Buffalo and Toronto, $160 between Toronto-Ottawa-Montreal. The new rate card also includes charges for film and studio commercials, kinescope recordings and film editing.

CBC Seeks Toronto Rink

TO ACCOMMODATE television audience shows, the Canadian Broadcasting Corp.'s national program department is negotiating with the city of Toronto, for the purchase of the Strathcona roller skating rink at Christie St., Toronto. CBC officials plan to turn the rink into a TV studio for network shows originating on CBLT Toronto. Auditorium would have space for audiences of 400 people.

CANADA

HOW MUCH For LIBEL or SLANDER ?

BEST ANSWER—
OUR UNIQUE
SPECIAL INSURANCE
Covering this and related
hazards—it's surprisingly
INEXPENSIVE

WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

"Just keeps Rolling Along"

(Photograph courtesy of Federal Barge Lines)

"MOVING THE GOODS"
IN THE
Memphis Market

The mighty Mississippi is another important factor that keeps the Memphis Market growing, as evidenced by nearly 100,000 automobiles and over two million tons of freight handled annually at the port of Memphis.

Many alert advertisers are moving more goods at less cost by concentrating on the "better half" audience covered by WREC. You get **both** rural and metropolitan listeners and cover the entire 76-county area with one schedule. Ask a Katz man to show you the latest Pulse, Standard Audit and Measurement Report, and Hooper ratings that **prove** this important point!

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY

AFFILIATED WITH CBS RADIO, 600 KC—5000 WATTS

A section of
August 31, 1953
BROADCASTING • TELECASTING
National Press Building
Washington 4, D. C.

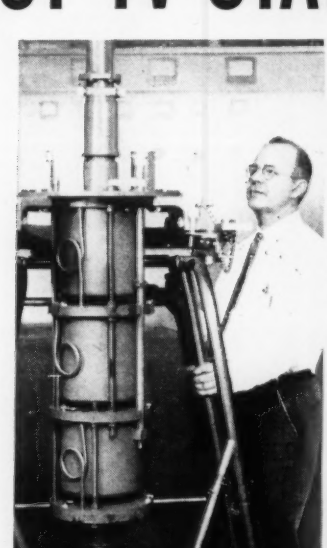
TELEQUIPMENT NEWS

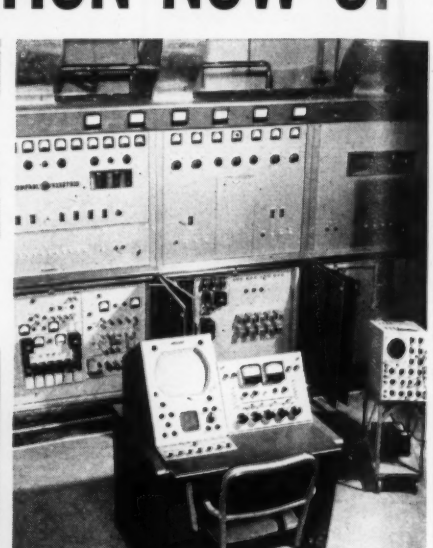
Published by the General Electric Company, Electronics Park, Syracuse, N.Y.

SCRANTON'S FIRST TV STATION NOW UP TO "FULL POWER"

WGBI-TV on Air June 7; 215,500 Watts ERP Goal Reached

WGBI-TV, Scranton, Pa., an affiliate of CBS, that telecast its initial hour-long dedication program at 4 P. M., Sunday, June 7, over UHF Channel 22, has announced it has reached the 215,500 ERP power goal it aimed at. Appearing on that first program—in addition to entertainers—were mayors of four cities, officials of the station and other representatives of religious, civic, and industrial organizations.





Kenneth Cooke, Chief Engineer, (photo left) stands alongside a Klystron tube used to amplify the WGBI-TV signal to peak power before it is beamed from a G-E 12 KW transmitter (photo right).

Costs to Date near Half-Million Mark

George D. Coleman, General Manager of WGBI-TV, estimates the heavy cost of building and equipping studios and transmitting facilities in the neighborhood of $500,000. Complete General Electric equipment including a giant 12 KW transmitter and two six-foot Klystron tubes each are on hand to provide the terrific power essential for serving Northeastern Pennsylvania.

Antenna is Atop Mountain

Transmitter and antenna are located on West Mountain, literally "up in the clouds" at 2350 feet above sea level. From this position WGBI-TV will be able to send a powerful signal—operating at 215,500 watts—over a wide area of Northeastern Pennsylvania.

WGBI-TV Offers Tri-State Coverage

Copyright by Hagstrom Company, Inc., Map Makers, N. Y.

WGBI-TV plans to serve an area with a 1952 population estimated at 1,403,950 and in which 1951 retail sales exceeded $1,299,947,000. Their TV signal is expected to reach all or part of 16 counties in Pennsylvania, 3 in New York State and 2 in New Jersey. 100% coverage for 10 of the 16 Pa. counties and 20 to 90% for the balance is the current aim of station management. Checks to determine television service outside the primary area cannot be made until the new outlet is on the air for a longer period of time.

Antenna's On-Time Arrival Fills in Final Vital Line

George D. Coleman

General Manager George D. Coleman says April 23, 1953, was a red letter day in the TV history of WGBI. On that day the 50-foot TV antenna for the transmitting tower on the West Mountain was delivered by General Electric.

That delivery was important because it filled in the final vital link which allowed WGBI-TV to begin telecasts on UHF Channel 22 on June 7 as planned.

The antenna was hauled to Scranton from Schenectady, N. Y., by a huge tractor-trailer and had to be "snaked" up the steep, narrow and curve-laden dirt road to the transmitter site with special care.

It arrived only a day after other vital transmitting installations came from General Electric. Immediately after the antenna was left at the transmitter, WGBI-TV's Chief Engineer Kenneth Cooke contacted a New Jersey firm for the job of erecting the antenna.

Station Boasts "Most Modern Equipment"

Kenneth Cooke

Programs that originate in the newly constructed WGBI-TV studios will be produced "under the most ideal conditions and with the most modern equipment" according to Kenneth Cooke, Chief Engineer. Film cameras, projectors, consoles and a host of other allied equipment incorporate up-to-the-minute General Electric design features . . . the last word in equipment development.

Studio Plan Based on Scale Model

Under the direction of Mr. Cooke, the WGBI-TV engineering staff built an exact scale model of the contemplated TV studio installations. That model was accurate in every detail—even chairs and audio boom units were included. This unique device proved invaluable for expediting actual equipment installation.

GENERAL ELECTRIC

features

- Tips to TV timebuyers on the meaning of television station powers, antenna heights and frequencies. Page 78.

- A national survey by Kenyon & Eckhardt shows how much merchandising service TV stations and networks supply. Page 82.

A radio-television success story:

SPECIAL SIMULCAST AIDS CAR SALES

NEW life has been infused into the sagging used car business in San Diego County as a result of a two-hour *Carnival of Cars* program presented as a public service by KFMB-AM-TV San Diego on radio and television.

Forty-nine cars, at special low prices, were entered in the sales show which was telecast and broadcast from a parking lot adjacent to the KFMB building. Forty members of the Motor Car Dealers Assn. of San Diego and nine members of the Assn. of Used Automobile Dealers participated. Two cameras alternated in televising the cars, while the complete announcing staffs from both TV and radio worked with the dealers in presenting the parade of cars.

Among the many sales reported from the show was that of a car shown by the San Diego Motors, Co.—sold in 15 minutes after it was returned to the sales lot.

One prospect telephoned during the show with an offer to buy the car shown by the Robert D. Maxwell Co. if it would be delivered to his home east of Alpine, about 45 miles from San Diego. It was delivered and a check in full payment given to the salesman.

William A. Smith, executive secretary of the Motor Car Dealers Assn., asserted, "I feel that the carnival, which was splendidly programmed and managed, will have a decidedly favorable effect on used car sales."

William Reed, manager of the J. R. Townsend Co., which sold five cars after the show, reported, "We had one of the best plays on our lot of any Saturday night this year."

Frank Harris, manager of Davies Motors, commented: "It was a wonderful production. We had several calls by phone and in person as a direct result, and the best Saturday afternoon and evening business in a long time."

Palmer Hughes Jr., owner of the British Motor Sales Co., reported that "The show created a lot of interest and stirred up quite a bit of action among consumers."

A. M. Sanders, manager of El Cortez Pontiac, commented that "It was a terriffic job of public relations and obtained the desired results in stimulating the used car business."

Howard L. Chernoff, general manager of KFMB-AM-TV, said, "When television was started in San Diego, new and used car dealers jumped in and advertised with us when we had a tough time selling others on the productiveness of the medium. We were glad to reciprocate with this show as a means of helping them out of a difficult market condition."

The show was given advance promotion on radio an television during the preceding week, stressing the theme, "Now is the time to buy a used car." The station spent about $2,000 on the show, absorbing all the charges for time, talent and labor. Messages also were broadcast explaining why the car dealers' associations are observing Sunday closings and appealing for consumer cooperation in buying during the week.

DO POWER BOOSTS MEAN B

The correspondence below is, of course, fictitious, but chances are that similar inter-office memos have been exchanged among real-life agency executives in the post-freeze confusion of claims regarding station powers. In TV, station power is not measured as it is in radio. Frequency and antenna height can be as important as wattage. In this article B•T hopes to help advertisers and agencies understand the significance of high and low powers, high and low antennas, and high and low positions in the television broadcast bands. The theory is that J. Beldingfoote Rubihardt is not alone in his bewilderment about the technicalities of television transmission.

By Earl B. Abrams

15 PERCENT INC.

Aug. 1, 1953

J. Beldingfoote Rubihardt
President

To: A. L. Timebuyer

Now that WOF-TV has gone to 100 kw, guess we better change that Malted Milk Inc. schedule to use WOF-TV in place of WZZZ-TV in Metropolis. Please follow thru.

15 PERCENT INC.

Aug. 5, 1953

A. L. Timebuyer
Vice President

To: J. B. R.

Following your Aug. 1 memo, we changed Malted Milk schedule to use WOF-TV instead of WZZZ-TV for Metropolis. Not without some fireworks. Joe Manager of WZZZ-TV blew up when told the news. Said fact he had only 26.3 kw of power and WOF-TV 100 kw had no bearing on coverage. In television, he said, power is related to antenna height and frequency. His antenna is 1,500 ft. high, he said, while WOF-TV's is only 750 ft. Claimed he was still getting more coverage than WOF-TV. Don't understand the technicalities, but through 20 years of radio Malted Milk has always gone for high power and I'm sure that's what they'll want in TV.

15 PERCENT INC.

Aug. 7, 1953

J. B. R.

To: A. L. T.

Joe Manager (WZZZ-TV Metropolis) sent me the attached explaining more fully correlation between TV station powers, antenna heights, frequencies, etc. Give it the double 0 and come in to see me. Think maybe he's got something.

WZZZ-TV
METROPOLIS, U. S. A.

Aug. 5, 1953

My dear Mr. Rubihardt:

I have just been notified that you are switching the Malted Milk account to WOF-TV because it has just raised its power to 100 kw. I gather this is due to your assumption that because we are still operating with 26.3 kw we cover less than the 100 kw station.

This is a great mistake. Although power meant something in radio—although never to the extent you advertising men assumed it did—it does not have the same bearing in television. When the Federal Communications Commission allocated channels to various cities, it based its allocation table on the premise that all TV stations in the same market would cover about the same area. In order it accomplish this it related power to antenna height to wavelengths. Where towers were higher than the maximum, it ruled that those stations would have to reduce power. Where towers were at the maximum, or lower, the FCC permitted maximum powers.

For example, WOF-TV is on Ch. 5 and operates from a 750 ft. antenna. Under the most recent standards for television, it could and did go to 100 kw maximum.

WZZZ-TV, on the other hand, operates on Ch. 2 from a 1,500 ft. antenna. The highest we can go is 26.3 kw.

But, even with that comparatively low power, we get considerably more coverage than our competition. In fact, we could match WOF-TV in coverage by using only 14.5 kw. That's the truth. Ask any engineer.

I trust you'll reconsider your decision to replace WZZZ-TV with WOF-TV in the Malted Milk schedule. I am sure when you consider your purposes, you'll find that WZZZ-TV is still the better buy for coverage. In view of our 15 years association on this account—in radio and TV—I am sure you will give this matter your sympathetic attention.

Yours very truly,
J. L. Manager
Executive Vice President

15 PERCENT INC.

Aug. 9, 1953

A. L. T.

To: J. B. R.

Well, after we discussed this WOF-TV and WZZZ-TV matter, I checked with some of our network friends and discovered Joe Manager was right. The Washington government agency that handles these things won't let any station in Metropolis use more than 100 kw if they're on Channels 2-6 and they have an antenna height not over 1,000 ft. If they have an antenna height over 1,000 ft., the G-boys make them reduce their powers to equalize coverage. Another instance of government interference with free enterprise, J. B. Wonder if Ike has gotten around to that, yet? Well, anyway, if one went to maximum power and the other didn't, why then of course we'd use the one with highest power. Guess we'll have to check antenna heights as well as powers on future schedules. In view of our long use of WZZZ, I've rescheduled that station for the Malted Milk account.

BIGGER TV COVERAGE?

15 PERCENT INC.

Aug. 10, 1953

J. B. R.

To: A. L. T.

Hope you haven't told Joe Manager he's back on the Malted Milk schedule. Frank Stationrep just called to tell me WIII-TV is due to boost its power to 316 kw in Metropolis next week. Better look into this. If true, use 'em.

15 PERCENT INC.

Aug. 10, 1953

A. L. T.

To: J. B. R.

Look, J. B. I just told Joe Manager he's back on the Malted Milk schedule, and I'd hate to have to untell him. It's tough enough that I had to cancel WOF-TV. Boy, there is a fighter. He claimed he added 55,312 people to his service area with his power boost. Before we change this again, suppose I check what this WIII-TV boost means.

15 PERCENT INC.

Aug. 11, 1953

A. L. T.

To: J. B. R.

You're right about WIII-TV. It's going to 316 kw—but on Channel 13. As I get it, stations on Channels 7 to 13 can go to a maximum power of 316 kw because they are higher in the radio spectrum than the stations on Channels 2 thru 6. Seems it takes more power on Channels 7-13 to cover same distance as stations on Channels 2-6. In other words, everything else being equal, 100 kw on the low band is equal to 316 kw on the high band. All of this is based on 1,000 ft. antennas in Metropolis. That is 1,000 ft. *above average terrain*. I even discovered what that means—they take measurements from two to 10 miles out from the transmitter site and average them out. If the station has a tower higher than 1,000 ft., the Washington G-Men make him reduce his power so he'll be equal to the other stations in the city.

Haven't told Joe Manager yet and in view of the above information think we ought to continue WZZZ-TV on the Malted Milk list.

15 PERCENT INC.

Aug. 13, 1953

J. B. R.

To: A. L. T.

Reg Anam of WOF-TV called this morning re Malted Milk schedule. Very heated about losing account back to WZZZ-TV. But he quieted down when I riposted with power - antenna height - frequency relationships and FCC allocation table. Muttered he added 25% to his potential audience. Think we've got the situation clarified now. Instruct all your people to match power to antenna height before signing stations for our accounts. Keep this quiet; believe we're only agency on street with this knowledge. Can be used to advantage. Save our clients plenty bucks if other agencies go for higher powered TV stations without understanding what we know.

CACACAPON TELECASTING CO.
Metropolis, U. S. A.

Aug. 15, 1953

A NEW TV STATION FOR METROPOLIS! COMING DEC. 25!

A Christman Present for Metropolis
Ch. 42 . . . . . .1,000,000 watts

Watch For Further Announcements

A. L. What's this? One million watts? Thought 316 kw was highest station could go. Ought to be terrific. Very thing for Malted Milk.

J. B. R.

15 PERCENT INC.

Aug. 17, 1953

A. L. T.

To: J. B. R.

Re that Cacacapon station in Metropolis. It's true. Station is authorized 1,000,000 watts. Seems to be some question whether that amount of power will be available in near future. My friends tell me ultra high frequency stations are allowed a maximum of 1,000 kw with 2,000 ft. antennas in Metropolis. Seems Government lads in Washington permitted that hunk of power in order to equalize coverage with very high frequency stations (Channels 2 to 13). That's general idea, anyway. Can't understand those bureaucrats. One megawatt. Who ever heard of such a thing. Anyway, am checking further into this and will report as soon as I get more info.

15 PERCENT INC.

Aug. 18, 1953

A. L. Timebuyer
Vice President

To: President

More dope on that million watt station under construction in Metropolis.

Frankly, J. B., this going to be a little technical. Had to visit with a network friend, two station reps and a consulting engineer (who was up here from Washington on another matter).

You'll remember that when the FCC put out its table of allocations for TV stations in 1952 its basic policy was that all stations in the same area covered about the same radius. Well, when those government engineers let the Channel 2-6 stations go to 100 kw, they figured that it would take about three times that power to enable Channel 7-13 stations to cover same area. Therefore the 316 kw for the high vhf band. These G-scientists also figured that the uhf stations (Channels 14-83) would need three times the Channel 7-13 power to do the same job. So, they gave them 1,000 kw.

I also discovered that those Government men had divided the country into two zones: Stations in Zone I—the northeast and north central regions—were limited to 1,000 ft. antennas in the vhf and to 2,000 ft. antennas in the uhf. Stations in the rest of the country (Zone II) were limited to 2,000 ft. antennas.

Don't forget now, if a station goes over the permissible antenna height, he's got to cut back on power. That's supposed to equalize his coverage with the guy who has an antenna less than the maximum and who can raise his power to the maximum. Sort of explains the WOF-TV and WZZZ-TV situation, doesn't it?

Am checking to find out how much power this Metropolis uhf station is going to begin operating with. Understand there's no such thing yet as 1,000 kw in uhf. Will be, maybe, in a few years. Will get back to you pronto when I get the dope.

15 PERCENT INC.

Aug. 19, 1953

J. Beldingfoote Rubihardt
President

To: A. L. Timebuyer

How about that new uhf station in Metropolis? You said you were going to check on how much power it will use when it first goes on the air.

15 PERCENT INC.

Aug. 19, 1953

A. L. T.

To: J. B. R.

Honestly, J. B., this thing is getting a little beyond my depth. Thought all we had to do was check rate cards, station coverage maps or power and pick our list. I've been talking to this Washington consulting engineer again and he promised to send me a

memo on the whole situation. Will let you see it as soon as I get it.

15 PERCENT INC.
Aug. 22, 1953

A. L. Timebuyer
Vice President

To: The President

Here's the engineer's report on the power-antenna-frequency situation in TV. Think he's got a good point and maybe we ought to do as he says. What's your reaction?

Jonathan P. Sliderule & Associates
Munsey Bldg.
Washington 4, D. C.
Aug. 21, 1953

PROBLEM: How to select the best facilities in buying time on a television station.

DISCUSSION:

1. If advertisers wish to reach the largest possible television audience in a particular market, they must (a) try to get the station with the largest coverage and/or (b) buy or provide a program which will have the widest audience. This paper will deal with subparagraph (a); the matter of program content is not within the purview of this study.

2. There are four principal factors in determining the best coverage of a TV station. They are (a) power, (b) antenna height, (c) frequency, and (d) antenna site. Each is related to the others and one is not more important than the other.

3. *Power.* Power in television means that a signal transmitted from the station's antenna will be received in such intensity that the average TV receiver will function properly. Under the FCC's present standards, stations using Channels 2 to 6 may go no higher than 100 kw, those using Channels 7 to 13 may go to a maximum of 316 kw, and uhf stations (Channels 14-83) may go no higher than 1,000 kw. This is based on the technical principle that the high vhf stations need three times the power of the low vhf outlets to do the same coverage job and that the uhf stations need three times the power of high-band vhf stations to do the same coverage job—all other things being equal. Theoretical analysis and tests up to this time have shown that this 3:1 power factor is a fair assumption. As more and more vhf and uhf stations get on the air, the exactitude of this principle will be clarified.

4. *Antenna height.* Generally speaking, television signals act like light beams. Therefore, the higher the transmitting source, the farther it will be seen. But because the FCC must take into account other stations in other cities, it limits antenna heights in this wise: In Zone I (the crowded northeast and north central regions)—1,000 ft. for vhf stations and 2,000 ft. for uhf stations. In Zone II and Zone III (the remainder of the country)—2,000 ft. for all stations. This is always antenna height above average terrain.

5. *Frequency.* The higher in the radio spectrum, the more radio waves act like light. In the vhf frequencies, TV signals carry out beyond the horizon, actually bending around the earth's curvature to some degree. In uhf, the TV transmissions act more nearly like light; they go straight off at the horizon. In fact, uhf signals will not get down behind mountains or other obstructures. This is known as shadowing.

This variation in radio wave propagation is the reason for the differences in power maxima authorized by the FCC for vhf low band, vhf high band and uhf stations. It is interesting to note that this variation also applies to AM radio—although most buyers of radio time have relied almost solely on power factors in choosing stations. It is an engineering truism that 500 watts on 500 kc is the equivalent in coverage of 50 kw on 1600 kc.

6. *Antenna site.* Normally, the ideal would be for all TV stations in one area to transmit signals from the same point. This is what has occurred in New York (Empire State Bldg.), in Los Angeles (Mt. Wilson) and in some other markets. Practically, there are in most communities different antenna sites for individual stations. The antenna site will have a definite bearing on antenna height (which in turn affects power) and on radio wave propagation. As to the latter, if a city is in a valley, and a station transmits from the roof of a building in the city, it will not reach out as far as the signals of a station whose antenna is located on a mountainside. In the first instance, the surrounding mountains will act as buffer to the TV signals. In the other case, the high-sited station's signals will not only spray down into the city, but also across the mountain tops to outlying areas.

7. In its endeavor to equalize all stations in the same market, the FCC drew up charts which relate all these factors to one another. The Commission's premise was a very strong signal in what is known as a station's Grade A service area (which includes the market's principal city) and a weaker but still adequate signal in its Grade B coverage area. This was based on known characteristics of existing TV receivers. Undoubtedly, if a viewer has a highly sensitive receiver—or has gone to the expense of putting up a tall receiving antenna (so it is in line-of-sight with the transmitter)—he will pull in a signal sufficiently high in intensity to operate his receiver. It should be pointed out that this is not any of the station's doing; it results from the viewer's action.

8. There is another consideration that must be kept in view. When the FCC allocated channels throughout the U. S., it provided for the following separations between stations on the same channel: For vhf, Zone I, 170 miles; Zone II, 190 miles and Zone III (Gulf Coast), 220 miles. For uhf, Zone I, 155 miles; Zone II, 175 miles and Zone III, 205 miles. Because antenna heights on vhf were limited in Zone I it is possible to put stations closer together. The reason for the wider spacing in Zone III stems from the fact that freakish propagation (from the troposphere and E layer) causes signals on the Gulf Coast to extend farther.

9. A word about uhf. Unfortunately, there is not at present any uhf transmitter capable of generating 1,000 kw effective radiated power (the power that comes out of the transmitting antenna). At the moment the highest powers being radiated in uhf are in the order of 200 kw. Since uhf needs power to gain distance, uhf stations are thus constrained in coverage to distances of 30 to 40 miles. Vhf stations can go out as much as 70 miles easily—and up to 100 miles or more under optimum conditions. Just how long this lack of uhf power will continue is unknown, but there seems little doubt that in the not too distant future there will be transmitters of such magnitude available.

It is an accepted fact that uhf waves travel in straight lines and this, too, becomes a problem because of shadow areas in the station's coverage (see Paragraph 5 above). This difficulty can be overcome by sitting the station's antenna properly so it "looks down" into such valleys or bowls. There is a school of engineering thought which believes that increased uhf power will fill in shadow areas. The practical answer to this situation will be known when transmitters sufficient to put out 1,000 kw are developed.

10. Note should be taken that in line with the FCC's reasoning regarding equalization of coverage, stations with antenna towers above the maxima in each zone must compensate by reducing power. This means, therefore, that it is possible for two stations to be covering the same area, with one having a power much in excess of the other. The difference will be due to the fact that the station with the lower power obviously has an antenna taller than the station with the high power.

11. One other factor must be taken into account. That is interference. It is likely for two stations to be covering the same market with compensated power and antenna heights and still have one station serving a much greater area than the other. This is due to the interference from a co-channel or adjacent channel station which cuts into one of the station's service areas. The only way this can be overcome would be for viewers in the affected areas to put up directional receiving antennas which would screen out the offending undesired signals.

N.B. For a time, during the next few years, there will be significant differences among stations in the same market. An engineering approach to the question of which is the best buy in each market is requisite for the benefit of your clients.

15 PERCENT INC.
Aug. 24, 1953

J. Beldingfoote Rubihardt
President

To: A. L. Timebuyer

My God. Is this true? This is revolutionary. Must talk with you. How about lunch today?

15 PERCENT INC.
Aug. 25, 1953

J. Beldingfoote Rubihardt
President

To: A. L. Timebuyer

Confirming our conversation at lunch yesterday, this will authorize you to add an electronics engineer to your staff. Top drawer man, A. L. We can't afford to take any chances!

WKRC-TV

MOST POWERFUL IN CINCINNATI

NOW 250,000 WATTS
SOON 316,000

Power Counts! For full coverage of the Queen City trading area "people in know" use Cincinnati's Most Powerful Television Station. Yes, WKRC-TV is your best buy!

Because of its top Network and Local programming, WKRC-TV has consistently had the highest evening audience and shows a 22% increase in the daytime audience at the expense of the other two stations. *

Radio Cincinnati now owns and operates WTVN, Columbus, Ohio.

Ask us about the CDC — Tri-State Network.

* *June pulse.*

Kenneth W. Church
Vice President and
National Sales Manager
Radio Cincinnati

WKRC-TV
CHANNEL 12

C B S TELEVISION NETWORK — REPRESENTED BY THE KATZ AGENCY

WHAT MERCHANDISING A

from tv stations

TV STATION MERCHANDISING-PROMOTION SUMMARY

	(*) Per Cent Of Responding Stations That Offer Some Services (138)	(*) Per Cent Of Stations Offering Service For Which A Minimum Purchase Of Air Time Is Required	(*) Per Cent Of Stations Offering Service For Which Both Network And Local Advertisers Are Eligible	(*) Per Cent Of Stations Offering Service That Charge The Advertiser For This Service
TRADE CALLS	93%			
Solicit and/or Place Displays	84%	37%	76%	9%
Store Checks	67	33	72	13
Solicit Tie-in Advertising	72	37	72	4
TRADE MAILINGS	94%			
Letter	88	43	71	22
Post Card	85	44	68	24
Broadside	30	38	74	29
Merchandising Bulletin	64	32	73	15
ADVERTISING SUPPPORT	91%			
Newspaper Tie-in Ads	85	42	76	9
Lobby Windows	64	40	73	5
Billboards	20	42	59	11
Car Cards	30	36	69	12
ON-THE-AIR SUPPORT	92%			
Demonstrations	37	29	84	4
Give Away Prizes	62	29	76	10
Product Mentions	50	29	77	4
Tune-in Announcements	88	25	82	1
Client Participation in Special Program	49	38	62	3
Recorded Personality Interview Plugging Client's Product	31	24	79	2
OTHER SUPPORT	81%			
Aid Client Representative in Product Distribution	78	24	77	1
Merchandising Plan Offering Preferred Displays	41	40	54	5

(*) The 100 per cent base includes stations that did not respond to the specified question.

HOW TO READ THIS TABLE:

In the first column, the entry of 93% for trade calls indicates that 93% of the 138 stations reporting at least one merchandising service will make some calls on the trade. The entry of 84%, immediately after the first entry, shows that 84% of the 138 stations will solicit and/or place displays.

In the second column, the first entry, 37%, indicates that of all stations which report they solicit and/or place displays, 37% require minimum purchase of time.

In the third column, the first entry, 76%, means that 76% of the stations which report they solicit and/or place displays make this service available to both network and local advertisers (the word "local" designates all non-network advertisers, national and regional spot clients as well as purely local advertisers). The remaining 24% are those stations which make the service available to either local advertisers only, network advertisers only or did not specify which type of advertiser is eligible to receive the service.

In the last column, the first entry, 9%, means that 9% of the stations that report they solicit and/or place displays will charge the advertisers for this service.

FOUR-FIFTHS of the nation's TV stations offer some type of merchandising or promotional service to their advertisers, according to a nation-wide survey conducted by Kenyon & Eckhardt—the first such study ever to be made of this field.

Full results of the survey are published in the new 1953 TELECASTING YEARBOOK-MARKETBOOK, now in the mail to subscribers. They are summarized in this article.

Stations offering any merchandising or promotional service to advertisers normally offer a variety of such services in support of their clients' telecast, the survey reveals. Of all TV stations offering one or more types of merchandising, 94% reported sending out mailings to the trade, 93% make trade calls, 92% provide on-the-air support, 91% give some other advertising support and 81% provide other kinds of service.

Idea that a survey of station merchandising services would be appropriate at this time, when advertisers and agencies are taking an increasing interest in ways of obtaining the maximum effectiveness of their advertising, whether on the air or in print, was proposed by Hal Davis, Kenyon & Eckhardt vice president and director of promotion.

After publication arrangements had been made with B•T, the questionnaire for TV stations was prepared by the agency's research department, under the supervision of G. Maxwell Ule, vice president and director of research. His staff also tabulated the station's replies and prepared the summary table which accompanies this article.

Mr. Ule defined the objectives of the survey as three-fold:

1. To acquaint buyers of TV time with the merchandising and promotional services that each station will supply.

2. To acquaint sellers of TV time with what other stations are providing by way of merchandising and promotion.

3. To summarize for the benefit of all concerned the extent to which stations are supplying merchandising and promotional services.

Questionnaires were mailed on May 15, 1953, to all TV stations then on the air or scheduled to begin operations by the first of June, a total of about 175. Follow-up letters and questionnaires went out a month later. In all, Mr. Ule said, the response was

(Continued on Page 84)

GAIDS ARE AVAILABLE

from tv networks

In the first study of its kind, Kenyon & Eckhardt has surveyed all operating television stations to find out how much merchandising they provide. The results of that survey are summarized on the opposite page. As a companion piece, a report on TV network merchandising services begins on this page.

As B•T has pointed out before, the quantity of merchandising that stations and networks should supply is a matter of controversy in which B•T has taken no part, except to adhere to its position that merchandising should not be used as a rate-cutting device.

However controversial, the merchandising question will not go away if it is ignored. B•T is publishing the summary here and the full tabulation of the K&E survey in the Telecasting Yearbook-Marketbook, now in the mails, as a service to its readers.

ALL MAJOR television networks are firm believers in the power of merchandising but execution of the promotional services they throw behind their clients' campaigns shows considerable variance.

Information supplied B•T by the four video networks explains the policies governing their merchandising services and lists some of the specific services. The material was assembled in connection with the extensive survey of TV station merchandising conducted by Kenyon & Eckhardt.

According to the network statements to B•T, ABC-TV takes the position that the basic source of merchandising must be the local station. CBS Television concentrates on program promotion on the ground that anything it does to build audiences for CBS Television programs makes a better advertising medium of the network.

DuMont Television Network builds its program and sales promotion services around a comprehensive kit that is sent to all stations carrying a program. Each kit is tailor-made for the program. It contains material promoting the particular series and includes instructions and suggestions. NBC-TV has been intensively active in the merchandising field since Jan. 1, 1952, when it deliberately set out to build "the finest merchandising service possible."

CBS Television and DuMont describe their merchandising policies and services in terms of television programs. NBC and ABC descriptions cover both television and radio though they naturally provide different kinds of services for the two electronic media.

Inherent in most TV merchandising, as in the case of radio, is extensive use of the network's own facilities for promotion of programs.

Following are statements of merchandising and promotion services as supplied to B•T by the networks in connection with the Kenyon & Eckhardt survey:

ABC ABC recognizes the importance of merchandising radio and television programs to the audience and to local distributors and dealers selling the advertisers' products. ABC recognizes, too, that the primary source of such merchandising and promotion must of necessity be the local station—for it is in the local community that listening or viewing habits are developed. It is there, too, that the purpose of the advertiser's program is fulfilled—the purchase of the product or service advertised.

To make the local station's merchandising job easier, ABC supplies the stations with promotion and publicity "tools"—audience promotion kits containing newspaper ad mats, program announcement copy (and slides for TV), photographs, picture mats, publicity releases, suggested letters to dealers and mats for dealer postcards.

The extent to which stations use the material supplied and the additional merchandising services they render are, ABC believes, matters to be decided entirely by the station, since they depend on the facilities available, the size of the staff and the budget.

As a network, ABC's "merchandising" function is to build audience for its radio and television programs. The ABC Publicity Department devotes its entire facilities to this end, through its daily news report and direct teletype service to newspaper radio and TV editors and columnists; feature story material for newspapers, national magazines and trade publications; its national radio and TV photo service, and exploitation of talent through personal appearances, special tie-ins with non-competing merchandising events, and other means.

Program promotion announcements on network sustaining programs are regularly scheduled. ABC owned stations in New York, Chicago, Detroit, Los Angeles and San Francisco schedule similar on-the-air promotion locally and advertise network programs in local newspapers. Local merchandising activity is at the stations' discretion.

CBS-TV THE best form of "merchandising" is program promotion—and CBS Television practices it with the viewpoint that it is the most valuable service that can be offered our advertisers. It is also a subject in which we have a strong self-interest—for whatever we do to build audiences for our sponsors' programs makes a better advertising medium of our network.

To carry out this policy, CBS Television concentrates on trying to make its program promotion the most effective in network television. It deliberately excludes itself from merchandising activity as defined in the

(Continued on Page 84)

IN THE
Upper Midwest...

THE GREATEST NAMES, THE BIGGEST STARS THE SMARTEST ADVERTISERS ARE ON KSTP-TV AND THAT'S WHERE YOU SHOULD BE

KSTP-TV NBC
REPRESENTED BY EDWARD PETRY and COMPANY
100,000 WATTS
MINNEAPOLIS-ST. PAUL

MERCHANDISING SERVICES OF TV STATIONS

"extremely high" with approximately 85% of all TV stations cooperating in the project.

Mr. Ule listed as among the survey's more significant findings the following points:

1. Of all TV stations approached in the survey 80% (138 stations) reported some merchandising or promotional services. The remaining 20% either had no such services or did not return their questionnaires.

2. Of these 138 stations supplying some merchandising and promotion, 93% do some trade calls, which include soliciting and placing of display and store checks and soliciting tie-in advertising; 94% offer trade mailing, including letters, post cards, broadsides and merchandising bulletins; 9% support clients advertising by use of newspaper tune-in ads, lobby windows, billboards and car cards; 92% have some on-the-air support, such as demonstrations, give away prizes, product mentions and tune-in announcements.

3. Of the same 138 stations, 78% will help a client representative in local problems in distribution and 41% have a special merchandising plan whereby certain outlets will give preferred space to display material.

"It should be noted," Mr. Ule said, "that measurements of merchandising and promotional activities of TV stations, like other television measurements, cannot be considered static. This is especially true for new stations.

"Responses from many of the stations that went on the air in May and June mentioned that they were just getting started in developing an active merchandising department—which would explain why some of their answers were incomplete. There was even some comment from the older stations indicating a possible expansion of services should a move in this direction be suggested from the findings of our study."

The accompanying table (on page 82) presents a detailed summary of the findings for all TV stations reporting.

MERCHANDISING SERVICES OF TV NETWORKS

(Kenyon & Eckhardt) questionnaire—having observed that such practices all too often hinder, rather than help, the elaborate merchandising plans which advertisers themselves initiate to solve their own special problems among distributors and retailers.

CBS Television has good reason to believe that our policy works for the best interests of the advertisers. During the past season CBS Television has had the highest average nighttime rating among all networks, more of the top 10 nighttime shows than any other network, and all of the top five daytime shows.

While it took good programs to win this record, programs didn't do it alone. Effective and extensive program promotion helped make it possible.

The center of our promotion effort has been and continues to be on-the-air activity. With 23 million families spending an average of almost five hours a day watching television, no other medium can possibly match the number of impressions we can make by promoting our shows through our network facilities. And so, all network system identification announcements and all available announcements on sustaining network shows are devoted to the promotion of specific programs. We use slides with specially prepared copy that tells about the very next broadcast of each show . . . who's on and what's going to happen. We also use the most logical and the most dramatic technique for promoting programs and personalities: Film trailers in which CBS Television stars tell about their own programs in their own words.

At the same time, we do not neglect other media. Effective use of newspaper and magazine space occasionally supplements our on-the-air activity.

Moreover, each network promotion campaign is buttressed with local campaigns by CBS Television stations throughout the country. For every CBS Television program a station carries, it receives a complete program promotion kit. These kits—the most comprehensive in the industry—include:

20-second 16mm film trailers
2" x 2" glass slides
3 mats of one-column ad
2 mats of two-column ad
1 mat of three-column ad
Program notes
Live announcements (one-minute, 20 seconds, station breaks, homemaker)
Copy for displays
Matte-finish photos for on-the-air use
Feature story
News story
Biography of star
Exploitation ideas
Glossy photo with caption

All this material is supplemented by as many as 10 new film trailers for each show during the course of a season, as well as a new slide for each show every six weeks and timely announcement copy every week.

This intensive kind of program promotion adds up to the kind of "merchandising" that really counts in network television advertising—hard merchandising of the programs themselves, so that the advertisers can get the largest possible return on their investment.

DU MONT The DuMont Television Network's program promotion and sales promotion centers around a comprehensive kit sent to the promotion managers of all stations carrying a specific show. The kit is divided into three sections—promotion, publicity and showmanship.

In the promotion section are letters to the station promotion managers, apprising them of the program's premiere and requesting that they do everything within their power to promote it locally. Also enclosed are suggested spot announcements; two slides; two different kinds and sizes of mats and proofs for audience advertising; suggested

copy for the station's own use in making mats.

Contained in the kit's publicity section are photographs of all participants on the program, biographies, a format story, plus feature stories.

In the showmanship section are exploitation, display and merchandising suggestions, plus a suggested letter to local retailers and wholesalers, which tells them how they can promote the program to the advantage of the sponsor's product.

All sections of this kit are kept up to date with new photographs, stories, etc.

Aside from the kit, DuMont sends each station's promotion manager a report for clients on his local activities with dealers. This is filled out, returned to the network, and then sent to the advertiser.

The network also supplies direct mail—to the client's specifications and on DuMont letterheads—to dealers and distributors, announcing the debut of a program promoting one of their products. From time to time, the network also sends them a newsletter on the program.

Two of the network's promotion services are performed on a weekly basis—the sending of publicity releases on each show to the manager of the station carrying it, and on-the-air announcements emanating from the network's key station, WABD (TV) New York.

DuMont will create a supply of display material at the client's request, with the network absorbing the cost of the art work, and the advertiser paying for the printing.

NBC-TV On Jan. 1, 1952, NBC embarked on a program of building the finest merchandising service possible.

Of all advertising media, only a network has the means at hand to build a truly effective merchandising service—for the very simple reason that no medium could afford to establish local operations in all the key markets. A network, and only a network, can possibly provide these facilities because it is represented in these markets by its affiliates.

So, on this precept NBC merchandising was born. The country was divided into twelve merchandising districts, and a supervisor assigned to each, experienced men with wide backgrounds in merchandising and sales. These are all men who are qualified merchandising consultants. It is they who contact the trade, train advertiser salesmen in the techniques of present-day merchandising and make demonstration calls. They are the men who contact key retailers and wholesalers in the interests of advertisers, and they are the men who work with our affiliated stations, developing the stations' cooperation at the local level, and most important, they secure the factual evidence of performance which is so vital for our reports to sponsors. With the interest of regional and divisional managers in their company's advertising and the media used growing at a rapid pace, these men constantly call on leading advertisers' branch offices with new and informative material concerning radio and television.

They have covered more than one *million* miles and made more than 30,000 personal calls on retailers, wholesalers, and affiliates in the interests of NBC advertisers.

Across the country these merchandising supervisors have carried out the merchandising plans developed in New York in cooperation with, and at the special request of, NBC network advertisers and their agencies—custom-tailored plans for each sponsor—merchandising specifically geared to fit the individual advertiser's problems and needs.

These supervisors have bolstered NBC advertisers' selling efforts with local merchandising wherever they have gone. They have reached top management—men who would not ordinarily be contacted by the sponsor's salesmen and have secured their help in putting over the campaigns.

They have arranged special promotions, better shelf position, storewide sales, end displays, tie-in advertising, and helped sponsors with problem accounts.

However, all of these jobs, while important, only constitute a part of the merchandising district supervisors' responsibilities. Their most *vital* and *important* work has been the development of merchandising cooperation on the part of NBC affiliate stations in the interest of network sponsors.

As part of the program developed for affiliates, monthly mailing pieces for both the food and drug fields were made available—pieces which, by mass production, offered the stations better mailings than they could produce at a reasonable price.

NBC also developed a portfolio of merchandising aids especially designed for station use at point of sale—colorful pieces, every one imprinted with the affiliates' call letters or channel number.

Another service of the NBC merchandising department is the *merchandising memo* sent to every station on the network every month. The memo reports the latest merchandising trends and tells the affiliates how they can interpret this information to their own advantage.

It has taken months of patient work, explanation and confidence-building to establish this merchandising network. As time passed and the stations began to understand the benefits and operating procedures of merchandising, more and more joined in these merchandising activities.

So, today, NBC offers a national, integrated service, which includes merchandising cooperation from 182 NBC Radio network affiliates and 65 NBC Television outlets and practically 100% of the affiliates, who have not yet adopted merchandising, have definite plans under way.

Obviously the amount and types of merchandising services that the affiliates render a network advertiser vary with the market the station services and the extent to which they have developed their merchandising activities. The picture is clearly painted by the general manager of an important NBC station, who said, "Only now are we beginning to appreciate fully the value of merchandising and the place it must have in broadcasting."

As a matter of fact, the list of advertisers who have been served by the NBC merchandising team is far too long to permit giving detailed case histories.

But the roster of firms who have endorsed

NEW FACILITIES FOR BUILDING
BIGGER SALES

This ultra-modern structure is WIBG's new studio and transmitter headquarters.

WE SPECIALIZE IN SELLING!

CAR CARDS with sponsor credit appear throughout the year and cover the entire city.

24-SHEET BILLBOARDS blanket the complete Philadelphia market area, promoting WIBG programs.

WINDOW DISPLAYS of sponsors' products face directly on Walnut Street—downtown—the only such display on this busy thoroughfare.

DIRECT MAIL goes out regularly to selected dealer lists. Hard-hitting broadsides promote sponsor's campaign and urge store cooperation.

These extra promotion bonuses are a special service which WIBG gives to all its sponsors. Our main objective is to SELL YOUR MESSAGE to the public. Audience appeal, listener loyalty, plus our expanded facilities and special promotional services are further proof that radio is still the best advertising buy in Philadelphia.

WIBG

10,000 Watts
Philadelphia's most powerful independent.

Represented by
RADIO REPRESENTATIVES, INC.

EVEN PARIS WATCHES

W·H·E·N

Even with a tower rivalling the Eiffel, WHEN's reception in France is doubtful, but people in Paris, N. Y., enjoy WHEN daily.

High on the hills southeast of Syracuse sits Paris — only one village in a vast 26-county area covered by WHEN. There are 2¼ million people in this WHEN market — people like the ones in Paris — who watch and enjoy TV at its best over Channel 8 and form buying habits by what they see and hear. Your message, too, can bring response (and response means dollars) by telling this rich upstate market about your product over WHEN.

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES

CBS
ABC
DUMONT

A MEREDITH STATION

W·H·E·N
TELEVISION
SYRACUSE

and used NBC merchandising reads like a Social Register of American business—great advertisers like Scott Paper, Armour, Colgate, Prudential, Philip Morris, and others—a total of 83 to date—for each an individually planned and executed merchandising program.

New means and devices are constantly being explored to enhance the value of NBC merchandising to their sponsors.

NBC has always recognized fully that one of the most valuable assets that can be enjoyed by any advertising medium is a recognition of that medium's selling effectiveness in moving goods at the retail level. Many times in today's "battle of the brands," when advertising plans are being made, the retailer's voice is heard.

Witness the giant food industry—the largest source of advertising revenue. In less than 25 years the number of food stores has decreased from 600,000 to fewer than 500,000 while the population has grown over 20%.

True, the average store is larger but remember the old corner grocery store carried fewer than 800 items while the modern supermarket of today handles more than 3,000. Operating in the most keenly competitive field on the smallest of gross margins, the food store operators are continually seeking profit "cushions"; hence, the dollar sign that is found today on displays and other promotional cooperation.

With store design changes limiting more and more the available special display space, such as end positions and the square footage required for mass floor displays, advertisers must increasingly probe the possibilities of added shelf facings, the effectiveness of shelf markers, shopping cart displays and other devices. This does not mean that the day of the feature display has passed or that they are unobtainable, but simply that with fewer stores, more items and less display space, the "battle of the brands" for features in the food business, as in all other fields, grows tougher and tougher.

NBC fully recognizes that the feature display, well-policed, provides the most effective dramatization of product movement at the point of sale and is constantly working with its sponsors to obtain this kind of cooperation.

When an advertiser is using the facilities of the NBC network, the services of the NBC merchandising department are available without charge. These services include:

1) Merchandising the entire campaign. (This means all the media being used, not just NBC.)

2) Work with advertiser's sales personnel to indoctrinate them in the best methods of merchandising the company's advertising for their product at the point of sale.

3) Do the same with advertiser's wholesalers, jobbers, distributors and their salesmen.

4) Consult with advertisers on the preparation of special presentations (prepared at cost) for advertiser's sales meetings, wholesaler or distributor meetings. Attend these meetings to put on special presentations if advertiser so wishes.

5) Examine and make recommendations to advertisers covering new developments in merchandising practices and procedures.

6) Give the advertiser specific help with "problem" accounts.

7) Conduct, when desired by the advertiser, such special survey functions as spot checks, attitude surveys, and local market tests.

8) Develop and inaugurate special storewide merchandising promotions in the food, drug and department store fields.

9) Coordinate and implement the merchandising plan with NBC affiliated stations to deliver the greatest possible local impact.

10) Supply point-of-sale material at cost.

PROGRAMS & PROMOTION

TV VERSUS NEWSPAPERS

SPECIAL study has been conducted by two ex-newspapermen, now in the TV business, on "How San Antonio Newspapers Measure Up to WOAI-TV." Edward V. Cheviot, commercial manager, and Mort Grossman, promotion manager of the San Antonio station, point out by a series of facts and figures that: On a cost-per-thousand basis, WOAI-TV delivers more people per dollar than any San Antonio newspaper; WOAI-TV provides more audience than any San Antonio newspaper, and that a half-hour on WOAI-TV costs less than a 1,200-line ad in one of the city's daily papers. The study also makes several points in regard to the quality of advertisement in the two media: Through TV the advertiser is indirectly in the home; the TV ad doesn't have to compete with other ads and features on the same page, and through TV there is the greater combined impact of sight, sound and action.

TELEVISION NECKTIE

DARK blue neckties decorated with a splash of gold in which the station's channel number, 54, is centered have been sent out by WILS-AM-TV Lansing, Mich. Enclosed in the package is an attractive calling card from W. A. Pomeroy, general manager.

ROTO SECTION FEATURE

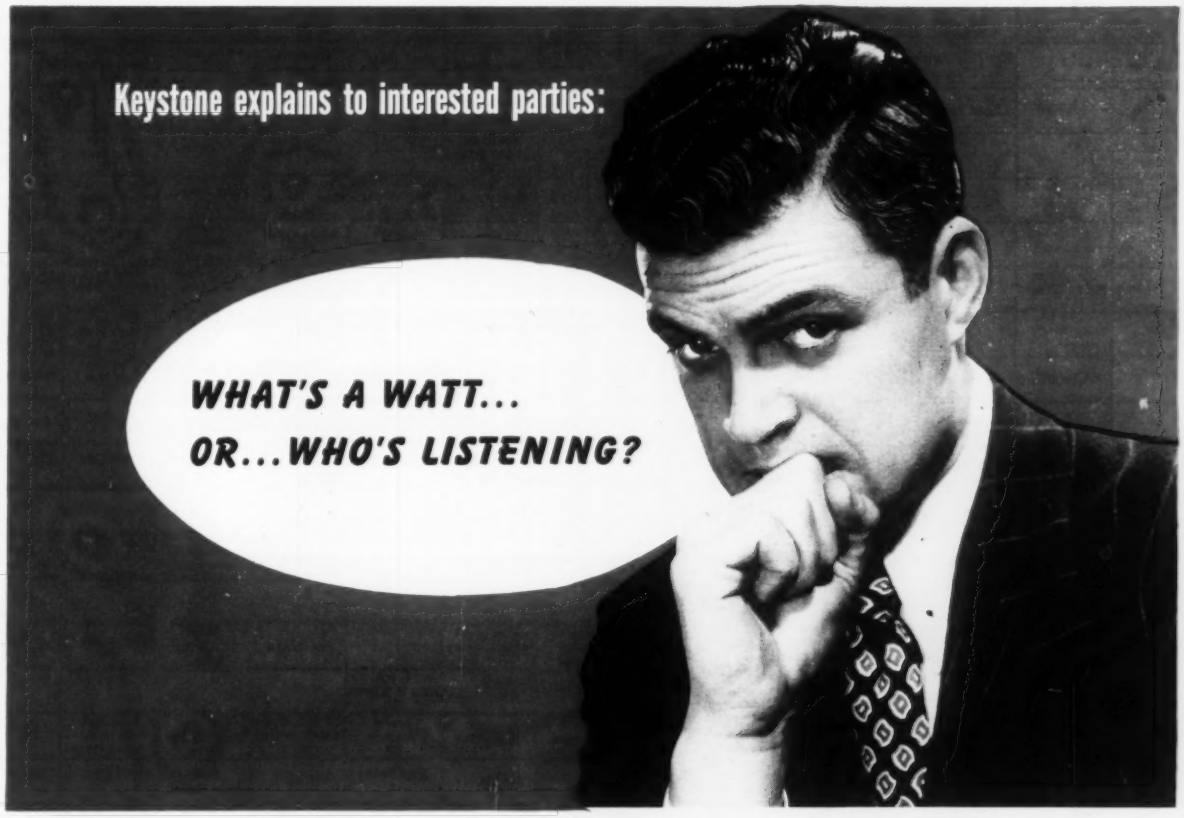
TWELVE pages of the roto section of the *Pittsburgh Press* were devoted to the workings of WENS (TV) Pittsburgh on Aug. 23. Copy revealed how the station has been built and by whom and pointed up the names of stars who will be appearing on the new outlet. Also included in question-answer form was a section on "What Uhf Means to You."

WTVP DATA IN PRINT

SPECIAL TV section devoted to WTVP (TV) Decatur, Ill., appeared in the *Decatur Sunday Herald & Review* Aug. 16, the outlet's first full commercial on-the-air day. The 16-page layout featured pictures of executives and station personnel, background data on the new uhf station's staff and several behind-the-scenes photographs to give the reader an idea of how TV shows are produced.

CONTINENTAL PROMOTION PLANS

CONTINENTAL BAKING Co., N. Y., will promote the opening of its new radio show, *Make Up Your Mind* (CBS Radio, Mon.-Fri., 11:30-45 a.m. with newspaper insertions of two-color



How Many Jack Rabbits, Prairie Dogs and Hoot Owls Own Radios?

Webster says a WATT is "a practical unit of electrical power". . . but in Radio time selling it is too frequently a hook on which to hang a rate card.

What do *you* want from a WATT in *your* radio time buying? Adequate coverage of your market of course. How many WATTS do you need? Sometimes 50,000 . . . sometimes five hundred and sometimes a nice neat 250 WATTER will put your message right on the bull's eye.

Our big story to advertisers and their agencies is simply this: Why try to knock off chipmunks with a howitzer? Look to KBS for saturation of specific markets. No need to pay for an overdose of wattage which goes spilling out into unpopulated areas that can't pay off in sales. KEYSTONE plunks down wattage in adequate doses where it does the most good. The Jack Rabbits, the Prairie Dogs and the Hoot Owls are too busy barking, burping and hooting to tune in their radios and confidentially, some rumors have it that *their* homes are not yet wired for sound.

●WRITE, WIRE OR PHONE FOR COMPLETE MARKET INFORMATION AND RATES

CHICAGO
111 W. Washington St
STate 2-6303

NEW YORK
580 Fifth Avenue
PLaza 7-1460

LOS ANGELES
1330 Wilshire Blvd
DUnkirk 3-2910

✓ **TAKE YOUR CHOICE**
A handful of stations or the network . . . a minute or a full hour . . . it's up to you, your needs.

✓ **MORE FOR YOUR DOLLAR**
No premium cost for individualized programming. Network coverage for less than "spot" cost for same stations.

✓ **ONE ORDER DOES THE JOB**
All bookkeeping and details are done by KEYSTONE, yet the best time and place are chosen for you.

N E W S

KBS

Keystone
BROADCASTING SYSTEM, INC.

THE VOICE OF HOMETOWN AND RURAL AMERICA

COMPARATIVE NETWORK AM SHOWSHEET

BROADCASTING

SUNDAY

	ABC	CBS	MBS	NBC
6:00 PM	Lorillard Monday Morning Headlines	Wm Wrigley Gene Autry (175) R	6-6:25 Carter & R. J. Reynolds Nick Carter	Mutual Benefit H&A—On the Line, 3. Considine (183)
6:15	Don Cornell	"	6:25 State Farm Ins., C. Brown	Meet the Veep
6:30	Co-op George Sokolsky	Showcase	Squad Room	Music By Mantovani
6:45	Vacationland U.S.A.	"	"	"
7:00	American Music Hall	Amer. Tobacco Jack Benny (209) R	Treasury Varieties	Juvenile Jury S
7:15	"	"	"	"
7:30	"	Rexall Drug Richard Diamond (213) R	Chamber Music	American Forum of the Air S
7:45	"	"		
8:00	"	Junior Miss	Hawaii Calls	RCA Harris-Faye
8:15	"	"	"	"
8:30	"	Philip Morris My Little Margie (201) R	Enchanted Hour	Best Plays
8:45	"	"	"	"
9:00	Lorillard Taylor Grant	Hallmark Radio Hall of Fame (200)	U. S. Marine Band	"
9:15	Kiplinger News	"	"	"
9:30	Call Me Freedom S	Escape	How's the Family	Six-Shooter *OT
9:45	"	"		"
10:00	Co-op Paul Harvey (118)	Man of the Week	London Studio Melodies	TBA
10:15	Alistair Cooke S	"	"	"
10:30	Chautauqua Story S	10:30-10:35 p. m. Daniel Schorr 10:35-45 p. m. Listen To Korea	Little Symphonies	Meet the Press
10:45	Songs by Fisher	John Derr Sports	"	"
11:00	News S	News	The Political Picture	News from NBC
11:15 PM	Todds	Dance Orchestra	Dance Orchestra	Jim Fleming

MONDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service Mon-Fri 6-7 p.m.	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn
6:15	"	You and the World	"	NBC Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	Kaiser-Frazer Lowell Thomas (152) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	7:00-7:05 News 7:05-7:15 M-F Co-op News	Toni, Man. Soap Family Skeleton (174) R	Co-op Fulton Lewis jr. (342)	Inter. Harvester News Parade (34)
7:15	Co-op Elmer Davis	Johnny Mercer Show	Co-op Mutual Newsreel	No Network Service
7:30	Gen. Mills, Lone Ranger (153)	"	Amer. Home Prod. Gabriel Heatter	Miles Labs News of World (166)
7:45	"	Am. Oil-Hamm. Ed. R. Murrow (98)	Liggett & Myers Perry Como	Miles Labs 1 Man's Family (166) Rp
8:00	(See Footnote)	Auto-Lite Suspense (191) R	The Falcon	AA of RR's Railroad Hour (192)
8:15	General Motors Henry Taylor (159)	"	"	"
8:30	Sammy Kaye	Lever-Lipton Godfrey Talent Scouts (171) R	(Co-op) Hall of Fantasy	Firestone Voice of Firestone (152)
8:45	Chautauqua Symphony	"	"	"
9:00	"	Lever Brothers Lux Summer Theatre (184)	Co-op Reporters Roundup	Bell Telephone Telephone Hour (185) R
9:15	"	"	"	"
9:30	"	"	Co-op On and Off The Record	Cities Service Band of America (113) N
9:45	"	"	"	"
10:00	News of Tomorrow	R. J. Reynolds Walk a Mile (186)	A. F. of L. Frank Edwards (151)	Dinah Shore
10:15	Virgil Pinkley S	"	This Week Inside Russia	TBA
10:30	U. S. Army Band Concerts (See Footnote)	10:30-35 Robert Trout	(Coca-Cola) Coke Time	M. Mueller News
10:45	"	Cedric Adams Dance Orchestra	Dance Orchestra	Stars from Paris 10:35-11:00
11:00	"	News	Co-op Baukhage Talking	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

TUESDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News
6:15	"	You and the World	"	NBC Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	Kaiser-Frazer Lowell Thomas (152) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	7:00-7:05 News 7:05-7:15 M-F Co-op News	Toni, Man. Soap Family Skeleton (165) R	Fulton Lewis jr. (342)	Inter. Harvester News Parade (34)
7:15	Co-op Elmer Davis	Johnny Mercer Show	Co-op Mutual Newsreel	No Network Service
7:30	Starr of Space	"	Credit Union Nat'l Assn. Heatter	Miles Labs. News of World (168)
7:45	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (98)	7:50-8 TBA	Miles Labs 1 Man's Family (166) Rp
8:00	3-City Byline	Amana People Are Funny (206)	Mickey Spillane Mystery*	Coca-Cola Coke Hour (195)
8:15	Sammy Kaye	"	"	Rosemary Clooney
8:30	Discovery S	Halo, Palmolive Mr & Mrs North (204) R	(Co-op) High Adventure	First Nighter * OT
8:45	Literary Greats	"	"	"
9:00	Co-op Town Meeting	Wrigley Johnny Dollar (193)	Search That Never Ends	Liggett & Myers Dragnet (197)
9:15	"	"	"	"
9:30	"	21st Precinct	Co-op State of the Nation	Barrie Craig *OT
9:45	Chr. S. Publ. Co. Irwin D. Canham (20)	"	"	"
10:00	News of Tomorrow 180	C-P-P, L. Creme Louella Parsons (187) R	A. F. of L. Frank Edwards (151)	P. Lorillard Two for the Money (190)
10:15	Virgil Pinkley S	TBA	Co-op Hazel Markel	"
10:30	Orchestra (See Footnote)	10:30-35 Robert Trout		M. Mueller News
10:45	"	Cedric Adams 10:35-45 Dance Orchestra	Bands For Bonds	Stan Kenton Orchestra 10:35-11:00
11:00	Valentino S	News	Co-op Baukhage Talking	No Network Service
11:15 PM	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SUNDAY

	ABC	CBS	MBS	NBC
9:00 AM	Milton Cross OperaAlbum S	Music Room	Dr. Wyatt Wings of Healing	Co-op World News Lockwood Doty
9:15	"	News S	"	We Hold These Truths
9:30	Prophecy, Inc. Voice of Prophecy (99)	E. Power Biggs	Christian Ref. Church Back to God	Carnival of Books
9:45	"	"	"	Faith In Action
10:00	Message of Israel S	Church of Air S	Radio Bible Class (311)	National Radio Pulpit S
10:15	"	"	"	"
10:30	Negro College Choirs S	"	Voice of Prophecy (327)	Dr. Peale Art of Living S
10:45		"	"	News Highlights S
11:00	Fine Arts Quartet S	Salt Lake City Tabernacle	Dawn Bible Frank & Ernest	Faultless Starch Time (59) Spl.
11:15	"	"	(Co-op) Bromfield Reporting	Viewpoint USA
11:30	The Christian In Action S	Invitation to Learning* S	Northwestern U. Review S	U.N. Is My Beat S
11:45	"	"	"	Keesler Air Force Base Male Chorus
12:00 N	Gloria Parker S	Latin America Story	BBC Bandstand	Sammy Kaye's Sunday Serenade
12:15 PM	"	"	"	"
12:30	Co-op Piano Playhouse	Foreign Affairs Report	Bill Cunningham Co-op	The Eternal Light S
12:45	"	Bill Costello News	Music of Worship	"
1:00	Churches of Christ Herald of Truth (108)	Freddie Martin Show	Vandevanter & The News S	Mind Your Manners
1:15	"		Co-op Merry Mailman	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
9:00 AM	O-Cedar-Toni Breakfast Club 290	Co-op News	Co-op Robt. Hurleigh	No Network Service
9:15	Swift & Co. Breakfast Club (290) R	No Service	Co-op Cliff's Family	"
9:30	"	"	"	Thy Neighbor's Voice
9:45	Philco Corp Breakfast Club (289)	"	"	Ev'ry Day MM
10:00	Sterling Drug My True Story (212)	Snow Crop Godfrey (204) R Intl. Celluc. Godfrey (195) R	Co-op Cecil Brown (92)	P&G, Welcome Travelers (150)
10:15	"	Star-Kist Frigidaire-Arthur Godfrey (193) R	Mutual Music Box	"
10:30	G.Mills M-W-F Toni Tu&Th Whispering Streets (224)	Toni-Arthur Lever Bros. Arthur Godfrey (194) R	10:35-10:45 Wonderful City S	General Foods Bob Hope (139)
10:45	When A Girl Marries (165)	National Biscuit Pillsbury Godfrey (203) R	10:45-11:00 Holland Furnace	It Pays to Be Married
11:00	Live Like A Millionaire	Liggett & Myers MWF Natl. Bis. Tu-Th (204) R	Co-op Ladies Fair 11-11:25	C-P-P Strike It Rich (179)
11:15	"	"	Queen For a Day	"
11:30	Campbell Double or Nothing 11:30-11:55	Contnl. Baking Make Up Your Mind (54)	Tues. & Thurs. Quaker: M-W-F Realemon	C-P-P The Phrase that Pays (183)
11:45	Toni—Tu&Th Turn to a Friend 11:55-12:25	P&G Ivory Snow Rosemary (115)	M-F 11:45-12 P. Lorillard	Second Chance
12:00 N	Jack Berch Prudential 12:25-12:30	General Foods Wendy Warren (159)	Miles Labs Curt Massey Time	No Network Service
12:15 PM	G.Mills M-W-F Tu & Th NNS The Bill Ring Show (174)	Lever Bros. Aunt Jenny (177)	Johnson & Son News 12:15-12:20	"
12:30	Not in Service	Whitehall Helen Trent (183)	12:20-12:30 Carl Warren's Guest Time	"
12:45	Co-op Paul Harvey	Whitehall Our Gal Sunday (178)	Faith In Our Time	"
1:00	Co-op Ted Malone	P&G Ivory Road of Life (151) P&G Oxydol Ma Perkins (163)	Co-op Cedric Foster Music By Willard	"

SATURDAY

	ABC	CBS	MBS	NBC
9:00 AM	Co-op No School Today	Co-op News	No Network Service	Skelly Oil This Farming Business (30)
9:15	"	No Service	"	Howdy-Doody 8:30-9:30 a.m.*
9:30	"	Garden Gate	"	Breakfast In Hollywood
9:45	"	Holland Furnace Morgan Baker (20)	"	"
10:00	" Co-op	Animal, Fin. Galen Drake(76)* 10-10:15 a.m.	Bozo and His Friends S	Archie Andrews S
10:15	"	Galen Drake Sust.) 10.15-30 a.m.	"	"
10:30	Ralston Space Patrol (284)	Let's Pretend	"	Pet Milk Mary Lee Taylor (144)
10:45		"	"	"
11:00	Front & Center	Off 9 12 Romance	Helen Hall	My Secret Story
11:15	"	"	No Network Service	"
11:30	All-League Clubhouse S	Cannon Mills Give & Take (157)	Farm Quiz	Modern Romances S
11:45	"	"		"
12:00 N	101 Ranch Boys S	Cream of Wheat (9 19) Armstrong Cork Theatre of Today (160)	Quaker Man on the Farm	News (12-12:05)
12:15 PM	"		"	Dude Ranch Jamboree (12:05-12:30) S
12:30	American Farmer S	Carnation, Stars Over Hollywood (197)	5th Army Band	Coffee in Washington
12:45	"	"	"	"
1:00	Navy Hour S	Toni Fun For All (204)	Dance Orch	Allis-Chalmers Natl. Farm & H Hour (188)
1:15	"	"	"	"

EVENING — FOR SEPTEMBER 1953

THURSDAY

	NBC	ABC	CBS	MBS	NBC
6:00 PM	Kaltenborn	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	News
6:15	NBC Sports Review (MM)	"	You and the World	"	NBC Sports Review (MM)
6:30	No Network Service	"	No Service	"	No Network Service
6:45	Sun Oil Co. 3-Star Extra (34)	"	Kaiser-Fraser Lowell Thomas (152) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	Inter. Harvester News Parade (34)	7:00-7:05 News 7:05-7:15 M-F Co-op News	Toni, Man. Soap Family Skeleton (165) R	Fulton Lewis jr. (342)	Inter. Harvester News Parade (34)
7:15	No Network Service	Co-op Elmer Davis	Johnny Mercer Show	Co-op Mutual Newsreel	No Network Service
7:30	Miles Labs News of World (168)	Starr of Space	"	Deepfreeze Appliance Gabriel Heatter	Miles Labs News of World (168)
7:45	Miles Labs 1 Man's Family (166) Rp	" (See Footnote)	Am. Oil-Hamm. Ed. R. Murrow (93)	7:50-8 TBA	Miles Labs 1 Man's Family (166) Rp
8:00	My Son Jeep	3-City Byline S	Brylcreem Meet Millie (198) R	Official Detective	General Foods Roy Rogers (162)
8:15	"	Sammy Kaye	"	"	" News 8:25
8:30	Kraft Gildersleeve (160)	Heritage S	Gen. Elec. GE Playhouse (205) R	(Co-op) John Steele Adventurer	General Foods Father Knows Best (160)
8:45	"	"	"	"	"
9:00	DeSoto Plymouth Dealers, Best of Groucho (191)	Mike Malloy S	Gen. Elec. Comedy Theatre (195)	Rod &Gun Club Co-op	Pet Milk Truth or Consequences (166)
9:15	"	"	"	"	"
9:30	Amer. Cig. & Cig. Big Story (192)	Time Capsule	Jergens Time for Love (129)	On and Off The Record	Eddie Cantor Show OT*
9:45	"	"	"	Co-op	"
10:00	TBA	News of Tomorrow 180	Amer. Tob. Horace Heidt (210)	A. F. of L. Frank Edwards (151)	TBA
10:15	"	Virgil Pinkley S	"	Co-op Rukeyser Reports	"
10:30	M. Mueller News	Orchestra (See Footnote)	10:30-35 Robert Trout Cedric Adams	(Coca-Cola) Coke Time	M. Mueller News
10:45	Report from the White House	"	Dance Orchestra	"	Jane Pickens Show 10:35-11 Co-op
11:00	No Network Service	Martha Lou Harp S	News	Co-op Baukhage Talking	No Network Service
11:15 PM	News of the World Morgan Beatty	Sports Report S	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

FRIDAY

	ABC	CBS	MBS	NBC
6:00 PM	Not in Service	Metro. Life Ins. Allan Jackson (30)	Repeat of Kid Strips	Kaltenborn
6:15	"	You and the World	"	NBC Sports Review (MM)
6:30	"	No Service	"	No Network Service
6:45	"	Kaiser-Fraser Lowell Thomas (152) R	"	Sun Oil Co. 3-Star Extra (34)
7:00	7:00-7:05 News 7:05-7:15 M-F Co-op News	Toni, Man. Soap Family Skeleton (165) R	Fulton Lewis jr. (342)	Inter. Harvester News Parade (34)
7:15	Co-op Elmer Davis	Johnny Mercer Show	Co-op Mutual Newsreel	No Network Service
7:30	Gen. Mills, Lone Ranger (153)	"	Union Pharma. Gabriel Heatter	Miles Labs News of World (168)
7:45	" (See Footnote)	Am. Oil-Hamm Ed. R. Murrow (93)	Liggett & Myers Perry Como	Miles Labs 1 Man's Family (166) Rp
8:00	3-City Byline S	Brylcreem P & G, Mr. Keen (198) R	Take a Number	Coca-Cola Co. Coke Time (195)
8:15	Sammy Kaye	"	"	Rosemary Clooney S
8:30	Platterbrains	There's Music in the Air	(Co-op) True or False	Amer. Dairy Bob Hope
8:45	"	"	"	"
9:00	What's The Name of That Song	"	Great Day Show	Parade of Bands
9:15	"	"	"	"
9:30	Outdoors with Bob Edge	Locke Stove Duke of Paducah (20)	On and Off The Record	Pick & Play with Bob & Ray *OT
9:45	Sports Roundup	"	Co-op	"
10:00	News of Tomorrow	Capitol Cloakroom	A. F. of L. Frank Edwards (26)	Dinah Shore
10:15	Virgil Pinkley	"	Co-op Elton Britt	TBA
10:30	Orchestra (See Footnote)	10:30-10:35 Robert Trout 10:35-10:45 Cedric Adams	Dance Orchestra	M. Mueller News
10:45	"	Dance Orchestra	"	Radio City Previews 10:35-10:45 Pro and Con
11:00	Martha Lou Harp S	News	Co-op Baukhage Talking	No Network Service
11:15 PM	Frank & Jackson	Dance Orchestra	U.N. Highlights	News of the World Morgan Beatty

SATURDAY

	ABC	CBS	MBS	NBC
6:00 PM	Labor	Edw. P. Morgan News	Otto Thura's Orchestra	George Hicks News
6:15	Management S	UN on the Record	"	Henry Cassidy MM
6:30	Co-op Bob Finnegan Sports	Saturday Sports Roundup	Dinner Date	Listen to Washington
6:45	Una Mae Carlisle	Daniel Schorr News	"	"
7:00	Disaster Strikes	Saturday at the Chase	Co-op Al Helfer	"Hawthorne TBA"
7:15	John McVane News S	"	Report From The Pentagon	"
7:30	Dinner At The Green Room S	Chicagoans	7:30-7:55 Where In The World	New Talent USA
7:45	"	"	State Farm Auto Ins. Co. C. Brown	"
8:00	Dancing Party S	Broadway Is My Beat	20 Questions	"
8:15	"	"	"	"
8:30	"	Gangbusters	Co-op Virginia Barn Dance	"
8:45	"	"	"	"
9:00	"	Gunsmoke	(Co-op) New England Barn Dance	"
9:15	"	"	Jamboree	"
9:30	"	Saturday Night Country Style	Lombardoland U.S.A. S	R. J. Reynolds Grand Ole Opry (91)
9:45	"	"	"	"
10:00	Orchestra S	"	Chicago Theatre of the Air S	Ralston Purina Eddie Arnold Show (115)
10:15	"	"	"	"
10:30	Treasury Show	10:30-35 News Daniel Schorr	"	Pee Wee King Show Co-op
10:45	"	Dance Orchestra	"	"
11:00	News S	News	News	News from NBC
11:15 PM	Orchestra	Dance Orchestra	Dance Orchestra	Alex Dreier News

SUNDAY

	MBS	NBC
	Lutheran Hour (Lutheran)	U. of Chicago Roundtable
	"	"
	Bandstand USA	The Catholic Hour
	"	"
	US Military Academy Band	Music For Relaxation
	"	Elmo Roper
	Top Tunes with Trendler	Critic at Large
	"	Youth Brings You Music
	Keynote Ranch	Transatlantic Briefing
	"	"
	Under Arrest	TBA
	"	"
	4:30-4:55 Dear Margy It's Murder	"
	4:55 News S	"
	The Shadow	"
	"	"
	True Detective Mysteries	"
	"	"

MONDAY - FRIDAY

	ABC	CBS	MBS	NBC
	Closed Circuit	P&G Crisco Dr. Malone (161)	Luncheon with Lopez	Pauline Frederick Reporting — Co-op
	"	P&G Duz Guiding Light (160)	"	Wesson Oil Dr. Paul (61)
	Co-op M. M. McBride	GF Swan-Cal. Mrs. Burton (143)	Say It With Music	No Network Service
	"	P&G Tide Perry Mason (168)	2:25 Johnson & San. News	No Network Series
	Tennessee Ernie S	Toni, Seeman Nora Drake (194)	M-W-Th-Fri Mac McGuire Tues. Pequot Paula Stone	Armour (191) Dial Dave Garroway
	Gen Mills Joe Emerson (27 stns)	P&G Ivory Fl. Brighter Day (170)	No Network Service	Jane Pickens News 2:55
	"	Miles Labs Hilltop House (146) R	Co-op John B. Gambling Club	P&G Life-Beautiful (170)
	3:55-4:00 Edward Arnold Story Teller	Lever, Kellogg Houseparty * (192) R	"	P&G Road of Life (163)
	Jack Owens	Pillsbury House Party (197) R *	"	P&G Pepper Young (166)
	"	Toni, Man. Soap Wizard of Odds (175)	"	P&G Right to Happiness (163)
	Music in the Afternoon S	Gen. Fds. (4-4:05 Cole (43)* Robt. Q. Lewis (84)	Music with Bruce & Dan	P&G Backstage Wife (175)
	"	4:15-28 Corn Prod. Sunshine Sue (45)	"	Sterling Drug Stella Dallas (151)
	Co-op Big Jon & Sparkie	4:55-5 News 5-5:45 p.m. No Service	Tu&Th Quaker Sgt. Preston of the Yukon M-W-F Songs of the B-BAR-B S	Sterling Drug Young Widder Brown (151)
	The Play Fair S	"	"	Manhtn. Soap Woman in My House (181)
	Ronnie Kemper	"	M-W-F Kellogg Wild Bill Hickok Tu & Th Keynote Ranch S	Whitehall† Just Plain Bill (143)
	John Conte S	Miles Labs Curt Massey Time (148) R		Whitehall Front Page Farrell† (138)

SATURDAY

	ABC	CBS	MBS	NBC
	Vincent Lopez Show S	Carter City Hospital (200)	1:30-2:25 Ruby Mercer Show	U. S. Army Band S
	"	"	"	"
	2:00-2:05 News Playland U.S.A.	Hormel & Co. Music with H. Girls (124)	"	U. S. Marine Band S
	"	"	2:25 Johnson News	"
	"	Football Games (Sust.)	101 Ranch Boys	Design for Listening
	"	"	"	"
	3:00-3:05 News Watergate Concerts	"	Bandstand USA	What's the Score
	"	"	"	"
	"	"	Sports Parade	Marine Hall of Bands
	"	"	"	"
	Horse Races	"	Salute to the Nation	Stars in Action
	Music Box	"	"	"
	Pan-American Union	"	Mac McGuire Show	All Star Parade of Bands
	"	"	"	"
	Martha Lou Harp	"	Walter Preston's Show Shop	Big City Serenade S
	"	"	"	"
	Paulene Carter	TBA	"	Author Speaks S
	Club Aluminum Club Time (20)	"	5:50-6 Johnson & Son News	Public Affairs S

Explanations: Listings in bold: Network name of program; number of stations; R rebroadcast; R repeat of broadcast; * TELE-scriptions; (c) color; (kr) kinescope; (tf) tape; (vr) videotape; Rp repeat performance. Time EDT.

ABC—S:55-8 a.m., 2:30-2:35 p.m., 4:25-4:30 p.m., M-W-F., Time for Betty Crocker, Gen. Mills (319).

7:55-8 p.m., M-F, Chesterfield Cigarettes, Les Griffith & The News. (332).

10:30-10:35 p.m., M-F, Philco Corp., Edwin C. Hill and the Human Side of the News (310) Chevrolet now sponsors 21 5-minute newscasts each weekend.

CBS—8:30- 9:15 a.m. Sun. General Foods Corp. Sunday Gatherin' 108.

11:30-11:35 a.m. Sun. Peter Hackes News (8).

3:15- 3:30 p.m. MWF Lever—Houseparty 178.

3:15- 3:30 p.m. Tue. Kellogg—&Houseparty 195.

3:15- 3:30 p.m. Fri Green Giant—Houseparty 179.

3:30- 3:45 p.m. M-Th Pillsbury—Houseparty 187.

3:30- 3:45 p.m. Fri Kellogg—Houseparty 192.

4-4:15 p.m. M-F Gen Fds.—Grady Cole 43.

4-4:05 p.m. M-F Gen. Fds. Robert Q. Lewis 84.

4:15-20 p.m. M-F Corn Prod. Sunshine Sue 52.

155-2 p.m. Sat. Gen. Foods—Galen Drake 159.

Arthur Godfrey Clients 10-10:30 a.m.

10-10:15 a.m. Knomark & Mutual Benefit (alt. days) 204.

10:15-30 a.m. Snow Crop & Kleenex (alt. days) 195.

10:30-45 a.m. Frigidaire Tu. Th.; Star Kist M. W. Alt. Fri. 193.

10:45-11 a.m. Lever M. W., Toni Tu-Th. (alt. Fri.) 204.

11-11:15 a.m. Pillsbury M.-Th.; Natl. Bis., alt. Fri. 204.

11:15-30 a.m. Liggett & Meyers M.-W.-F.; Nat. Biscuit Tu Th. 204.

MBS M-F 8:55-9:00 a.m.—Gabriel Heatter—Block Drug & Y&Y Labs, alternate days.

10:30-10:35 a.m., Mon.-Sat., News-S. C. Johnson.

11:55-12:00 a.m. M-Sat., Johnson & Son News.

5:55-6:00 p.m., M-F, Cecil Brown-S. C. Johnson.

9:0:05 p.m., M-F Johns-Manville, Bill Henry.

Multi-Message Plan: Participating sponsors—M-F 8:00-8:30 p.m. Lever Bros.—Mon.-Fri. R. J. Reynolds Tobacco Co.—Mon., Tues. & Thurs., Jacques Kreisler-Tues., Wed. & Thurs. Emerson Drug—Mon. & Wed.—Emerson Drug—Tues. & Thurs., 2:45-2:50 p.m.—Titus Mosely-Emerson Drug.

Baseball: (Bristol-Myers) Warm-Up—Mon. Sun. 5 min. preceding "Game of the Day."

Game of the Day—Mon.-Sun. Approx. 2-4:30 p.m. Regional Net.—Falstaff Brewing & Co-op.

Camel Scoreboard—Reynolds Tobacco—5 min. following Game of the Day-Mon.-Sat.

Wheaties Scoreboard-Gen. Mills, 5 min following Game of the Day-Sun.

NBC 8:8:15 a.m., Shelly Oil M-F, News (281); 8:15-8:30 a.m., M-F, Serutan Co., "Victor Lindlahr", 153 stations.

‡ Whitehall Pharm. & Carter Co., "Just Plain Bill" alt. days, Whitehall, "Front Page Farrell" alt. days.

* MM—"Minute Man" Programs.

* OT Operation Tandem

BROADCASTING
The Newsweekly of Radio and Television
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seven-column and black-and-white ads. A 1,000 line follow-up ad will appear a week later. In the ads, details of the show dominate the mention of the sponsored products, Wonder Bread and Hostess Cup Cakes. Lee Mack Marshall, advertising director, meanwhile, noted that the company had been a sponsor on radio for 965 consecutive weeks, or 18½ years.

SERVICEMEN MEET AT WILS

TV SERVICEMEN'S meeting was held recently by WILS-TV Lansing, Mich. and the Carsen Distributing Co., Saginaw, which handles the RCA line. Station relates that 60 persons were invited to the session. In all, 82 service people attended. At the end of the meeting the first test pattern transmitted over Ch. 54 was brought in for those in attendance to see.

PORTLAND STUDY

SALES presentation titled "A Study of Advertising Media in Portland," has recently been published by KEX Portland. Production of the study was supervised by Charles L. Burrow, station promotion manager. Text outlines radio and newspaper circulation in three segments of the station's market and the effectiveness of the respective media in reaching each area. Copies may be obtained from KEX or its national representative, Free & Peters.

'Coffee Break' Promotion

NEW SERIES of sales promotion pieces designed primarily for station salesmen and representatives is being sent out by WHO Des Moines to stimulate radio sales. Each piece prepared under the direction of John Schweiker, station's sales promotion manager, deals with a different radio success story as it has developed on WHO. Promotion, in informal letter format, uses an attractive "coffee break" letterhead.

'STAGE STRUCK'

AN HOUR-LONG weekly program reporting on, and giving highlight scenes and music of, current broadway shows will be launched by CBS Radio on Oct. 2 in cooperation with the League of New York Theatres (Fri., 8:30-9:30 p.m.). Stars of the various musicals and dramas being presented are slated to appear on the series, entitled *Stage Struck*. Commentator Mike Wallace will be host and theatrical reporter. Slated for the first broadcast are Lilo of "Can-Can," Rosalind Russell of "Wonderful Town," Basil Rathbone, Edna Wallace Hopper, and Shirley Booth.

PUMPKIN CONTEST

WPEO PEORIA was slated to open its third annual Pumpkin Contest yesterday (Sunday), offering a Youngstown kitchen as first prize for the person making the most accurate estimate of the number of pounds of pumpkins to be grown on a specified 20-acre patch. Other awards, which last year numbered 186 for a combined value of $1,200, are slated to bring this year's prize pool to more than $4,000 in value, according to General Manager John R. Livingston. The contest will run for six weeks and will be promoted on WPEO's farm service programs. Last year the contest attracted more than 9,000 entrants.

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Advertisers

George Bryson, vice president and supervisor of general foods account for Young & Rubicam, N. Y., to General Foods Oct. 1 as head of international office with headquarters in New York.

L. W. Nolte, advertising manager, Carnation Co. (evaporated milk), L. A., has resigned.

Richard L. Brown, formerly general manager of Hadacol, returns to firm as assistant to president. **T. F. Wallace** named director of market research.

George L. Palmer, George J. Edellstein, Leland L. Lord and **Leo McKay** elected vice presidents of Willys Motors Inc. **Joseph B. Overman** elected assistant treasurer.

Agencies

Commander R. H. G. Mathews elected executive vice president of Burton Browne Adv., Chicago.

David Karr, vice president in charge of public relations, William H. Weintraub & Co., N. Y., resigns.

Norman Blackburn, vice president and director of radio and television, Geyer Adv., N. Y., has resigned his administrative post to concentrate on creative and production phases of television.

Richard S. Bean, Dancer-Fitzgerald-Sample, N. Y., to Grey Adv., N. Y., as media director for the agency.

Harold M. Tucker Jr., media director, Barnes Chase Co., San Diego, to Erwin, Wasey & Co., L. A., in same capacity. He succeeds **Whitney Hartshorne,** who transfers to latter agency's N. Y. office in October.

Marvin Young, radio-TV director, Ruthrauff & Ryan Inc., L. A., has resigned.

William R. Stuhler, partner and vice president, Price Robinson & Frank, Chicago, to Sullivan, Stauffer, Colwell & Bayles, N. Y., as executive in TV-radio dept. in charge of all talent and new programs, effective Sept. 8.

Carl E. Hellman named art director of Arthur R. MacDonald Inc., Chicago. **Thomas N. MacBurney,** sales promotion dept. of Ekco Products Co., Chicago, to agency as production manager.

Marilyn Doorley, office manager, Headley-Reed Co., Chicago, to Frank J. Miller Inc., Hollywood, as time buyer.

Robert Jarvis, director of creative activities, Vic Knight Inc., L. A., to Crossley & Jeffries Inc., same city, as copy director and account executive.

R. W. Heizer, central region account executive on Socony-Vacuum account, Compton Adv. Agency, Chicago, to Detroit office of Ruthrauff & Ryan Inc. as account executive.

Edward Rohrs to Campbell-Mithun Inc., Chicago, as copywriter.

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Richard D. Allen, former vice president of Quaker Oats International, to J. Walter Thompson Co., Chicago, where he will handle general account service work. **Bernard Sabath,** copy chief at N. W. Ayer & Son, Chicago, and **Janet Dunlevy,** former editor of a research division publication for Armour & Co., to copy department of J. Walter Thompson Co.

Jay B. Rhodes Jr., to Robert B. Selby & Assocs., as account executive specializing in food merchandising and promotion.

Alice Amanna, Huber Hoge & Sons, N. Y., to Smith, Hagel & Snyder, N. Y., as assistant account executive.

Alfred V. Hansen, Erwin Wasey & Co., L. A., to Sherman & Marquette, N. Y., as member of TV copy dept.

Lincoln Diamant, head of advertising and sales promotion departments of World Publishing Co., Cleveland and N. Y., to creative staff of Ben Sackheim Inc., N. Y.

Emerson Cole, Benton & Bowles, N. Y., to Sherman & Marquette, N. Y., in TV copy department.

Richard A. Meyer, Marschalk & Pratt, N. Y., to copy writing staff, VanSant, Dugdale & Co., Baltimore.

Stations

Riley Gibson, manager of KOME Tulsa, Okla., named general manager of KXO El Centro, Calif., applicant for Ch. 16.

E. J. (Jack) Powell, vice president of Manistee Radio Corp. and general manager of WMTE Manistee, Mich., to Midwestern Bcstg. Corp., Toledo, Ohio. **Steve Cole,** WTCM Mt. Pleasant, Mich., succeeds Mr. Powell.

Charles C. Farrar, executive assistant to president, KSTL St. Louis, named station manager.

Mr. Farrar

Raymond J. Cheney, news director, appointed general manager of WMIX-AM-FM Mt. Vernon, Ill., succeeding **James Muse** who has resigned. **Willard J. Purser,** sales dept. of station, named assistant manager.

Maynard Dillaber named general manager of WMVA-AM-FM Martinsville, Va., succeeding **John W. Schultz** who has resigned. **Barbara Harding Zimmerman,** program director of station, appointed secretary-treasurer of Martinsville Bcstg. Corp.

King Michell, sales staff of KOMO Seattle, named sales manager.

Jack Withington, account executive, KPOL Los Angeles, promoted to sales manager.

Charles Black, recently separated from duty in Chief of Naval Operations Intelligence sec-

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tion, Washington, D. C., to KECA-TV Los Angeles as business manager.

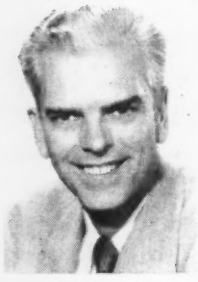
Chris Mack, farm service director at at WNAX Yankton, S. D., promoted to assistant manager of station.

Mr. Mack

John H. Kimball Jr., Prentice Hall Publishing Co., named sales manager of WTAO - AM - TV Boston.

Thomas W. Thuman, account executive at WSAI-AM-FM Cincinnati, promoted to local sales manager.

Jim Backlin, staff announcer at KGCX Sidney, Mont., advanced to promotion manager and news editor.



Mr. Constant

Al Constant, former program director at KRON-TV San Francisco, named operations manager of KONA-TV Honolulu.

Richard L. Higgs, WSRK Shelbyville, Ind., to WIRE Indianapolis as promotion manager, succeeding **Ward Glenn,** now business manager of Erie Symphonic Orchestra.

Paul Yamamoto, copy chief, KULA Honolulu, advanced to merchandising manager.

Mr. Cavalier

Dan R. Cavalier, general manager, Campbell Music Co., Washington, D. C., to WGMS same city, as vice president in charge of sales and development.

John Giel to sales staff, WSRS Cleveland.

Hamilton Shea, general manager, WTAM and WNBK (TV) Cleveland, presented with award by American Cancer Society in that city for stations' "distinguished performance in the field of public service and for its awareness and wholehearted cooperation."

James Earl Boultinghouse, continuity director, KOSA Odessa, Tex., to KLVT Levelland, Tex., as program director. **Gilbert Patscke,** chief engineer, KWKC Abilene, Tex., to KLVT in same capacity.

L. V. Hostetler, producer-director, WBAP-TV Fort Worth, to KKTV (TV) Colorado Springs, as production manager. **Stan Sievers** appointed chief of technical operations at KKTV.

Ken Lewis, scenery and staging dept., WOW-TV Omaha, Neb., appointed art director of station.

Donald William McKee appointed merchandising manager of *Kitchen Karnival,* WBAL Baltimore, succeeding **Rolland C. Bourbeau** who goes to NBC.

Jack Goodman, regional correspondent for *The York Times* and *Salt Lake City Tribune,* named news and special events director for KDYL-AM-TV Salt Lake City. **Harold Dent,** W. H. Bintz Co., Salt Lake City appliance distributor, to KDYL there as account executive.

John Horton, announcer, WNMP Evanston, Ill., appointed chief announcer in charge of production.

Frank K. Spain, NBC development group, named chief engineer at WHEN (TV) Syracuse, N. Y.

Don Kerr, WFAA-TV Dallas, to WCOP Boston, as account executive.

Steve Fisher, announcer and former World Broadcasting System account executive, to announcing staff of WHLI Hempstead, L. I.

Janet Nix to WBAL Baltimore as writer-director.

Wayne W. Cribb, former general manager of KHMO Hannibal, Mo., named assistant national sales manager of WTAD Quincy, Ill., and KGLO Mason City, Iowa.

Mr. Cribb

William O. Ellison, first lieutenant in U. S. Army to sales dept. at KIRO Seattle as merchandising manager.

William L. (Bill) Browne, formerly producer-director-writer with WMAL-AM-FM-TV Washington, assumes duties as director of public relations at National Institute of Drycleaning, Silver Spring, Md.

Bill Feinberg, WCOP Boston, to sales staff of WHIM Providence, R. I.

A. H. (Mac) McHardy, KECA Los Angeles, promoted to continuity acceptance editor.

Maggie Wulff, director of women's activities at WERE Cleveland, to creative staff of WXEL there.

Bill Daniels, chief announcer KULA Honolulu, to KBIG Avalon announcing staff.

Lois McIver to WPTF Raleigh, N. C., as continuity writer. **Marlene Muller** to station as promotion secretary.

Harry Gehrett, disc jockey at KFGT Fremont, Neb., to KLMS Lincoln, Neb., as night disc jockey.

Kent Burkhart, former Fort Worth disc jockey, to KATL Houston.

Betty R. Allen to WDVA Danville, Va., as bookkeeper, replacing **Beatrix Burke** who has resigned.

Ray Gaber, producer-director at WTVJ (TV) Miami, adds duties as teacher of TV production at Lindsey Hopkins Vocational School there.

Clete Roberts, KLAC-TV Hollywood news commentator and reporter, also to be moderator on KECA-TV Los Angeles *Crossroads of Life.*

Fred L. Bernstein, WTTM Trenton, N. J., general manager, received letter of commendation

from Rutgers U., on behalf of station, for adult educations series *Labor Talks It Over.*

Jack Kelly, manager of WRFW Eau Claire, Wis., received citation on behalf of station from Disabled American Veterans for distinguished service.

Wilson C. Swayse, announcer at WSB-TV Atlanta, father of twins, Carol Louise and Linda Susan.

James T. Hayes, 39, writer-artist and assistant in promotion dept. of WCCO Minneapolis, died Aug. 20.

Mark Breneman, 44, announcer at KFAC Los Angeles, died Aug. 19.

Networks

Thomas J. Swafford, account executive, CBS Radio Spot Sales, S. F., named assistant general sales manager for Columbia Pacific Radio Network. He succeeds **Alan T. Axtell,** former assistant general sales manager of CBS-owned KNX Los Angeles and of Columbia Pacific Radio Network who was appointed account executive in Chicago office of CBS Radio Spot Sales, succeeding **Roland Kay,** who transfers to New York to become sales representative of KNX and CPRN.

Carmine Patti, coordinator of traffic operations for DuMont TV Network and its WABD (TV) New York, named assistant traffic manager, under **Roy Sharp,** manager.

Marjorie Benedict, literary rights dept., KECA Los Angeles, promoted to assistant continuity editor, ABC Western Division. **Virginia Backes** to department as assistant continuity editor.

James Sheldon, formerly of Young & Rubicam, appointed director of NBC-TV's *Armstrong Circle Theatre* beginning Sept. 1.

Charles Isaacs, writer for NBC-TV star **Jimmy Durante,** has been signed to five-year producer-writer-director contract by network. He will produce, direct and write at least one new property a year for NBC-TV, in addition to working on eight NBC-TV *Colgate Comedy Hour* programs starring Mr. Durante.

Jerome Lawrence and **Robert E. Lee,** writing team on NBC Radio *Railroad Hour,* signed to exclusive one-year contract by Harms-Witmark-Remick, under which some of their original musical scripts will be published and made available to schools and amateur groups.

Sam Perrin, George Balzer, Milt Josefsberg and **John Tackaberry,** writers on CBS-AM-TV *Jack Benny Show,* re-signed for 11th consecutive year. **Hal Goldman** and **Al Gordon,** re-signed for 4th consecutive year.

Herbert Swope Jr., alternate-week director of *Robert Montgomery Presents,* chosen by NBC-TV to produce special sales promotion film for network.

Don Ross, account executive, Columbia Pacific Radio Network, father of girl, Polly, Aug. 20.

Donald C. Coe, ABC director of radio news and special events, and Hester Mary Bell were married Aug. 22.

Lowell Thomas, CBS Radio newscaster, named radio chairman for Laymen's National Committee's 13th annual observance of National Bible Week, Oct. 19-25. **Ted Mack,** NBC-TV *Original Amateur Hour* star, named TV chairman for event.

Manufacturers

Herbert P. Niemann, president of Hertner Electric Co., subsidiary of General Precision Equipment, elected to similar capacity at Ampro Corp., Chicago (tape recorders).

Carroll J. Tresslar appointed general manager for Chicago sales branch, Servel Inc.

Robert A. Caswell appointed midwestern regional sales manager for CBS-Columbia Inc., Merchandise Mart, Chicago.

J. L. Albers appointed manager of Capehart-Farnsworth Co.'s New Orleans sales region, succeeding **L. W. Reynolds.** Mr. Albers formerly was mid-central sales manager for Stromberg-Carlson Co.

Robert E. Savold, a field engineer with CBS-Columbia Inc., appointed manager of field engineering.

Joseph H. Morin, distributor sales manager for Shure Bros., Chicago, has been appointed sales promotion manager of Howard W. Sams & Co., Indianapolis (publisher of electronic technical manuals).

David H. Shean, assistant purchasing agent for Redmond Co., Owosso, Mich. (fractional horsepower motors), to Littelfuse Inc., Des Plaines, Ill. (fuses), as purchasing agent.

Laurence W. Scott, formerly retail sales manager for Montgomery Ward & Co., Chicago, to consumer products staff of Westinghouse Electric Corp., Pittsburgh, Pa.

Fred T. Whiting, 62, vice president of Westinghouse Electric Corp., died Aug. 21. Death was attributed to drowning.

Representatives

Walter C. Newton Jr., sales staff of WOR-TV New York, to New York sales staff of Weed Television, station representation firm.

Helen Wood to Richard O'Connell, N. Y., radio representative, as account executive.

Services

Alexander L. Stott, treasurer of AT&T, elected comptroller of company, succeeding **William Shelmerdine,** who is retiring. **John J. Scanlon,** assistant treasurer, elected treasurer, replacing Mr. Stott. Changes are effective Sept. 1.

Richard Romney to Theatre Network Televison Inc. as production assistant.

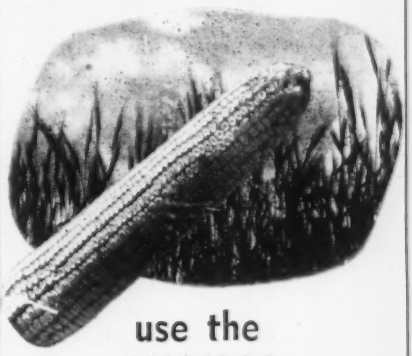
Program Services

Martin Heerwald, United Press correspondent in Washington State capital at Olympia, appointed Washington-Alaska manager for UP, with headquarters at Seattle in KOMO building.

Al Walker, West Coast film editor, Fox Movietone News, to Sportvision Inc., Hollywood, as production supervisor on football games to be shot on 16mm film for later release on TV stations.

Philip R. Thorn, 51, an editor for Air Features Inc., N. Y., radio-TV producers and former program director, WOR New York, died Aug. 23.

The best way to sell the KANSAS FARM MARKET



use the KANSAS FARM STATION

WIBW CBS RADIO in Topeka

Ben Ludy, Gen. Mgr., WIBW-KCKN

Rep. Capper Publications, Inc.

. . . Still Going

A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY, INC.

AFFILIATED WITH NBC

seven-column and black-and-white ads. A 1,000 line follow-up ad will appear a week later. In the ads, details of the show dominate the mention of the sponsored products, Wonder Bread and Hostess Cup Cakes. Lee Mack Marshall, advertising director, meanwhile, noted that the company had been a sponsor on radio for 965 consecutive weeks, or 18½ years.

SERVICEMEN MEET AT WILS

TV SERVICEMEN'S meeting was held recently by WILS-TV Lansing, Mich. and the Carsen Distributing Co., Saginaw, which handles the RCA line. Station relates that 60 persons were invited to the session. In all, 82 service people attended. At the end of the meeting the first test pattern transmitted over Ch. 54 was brought in for those in attendance to see.

PORTLAND STUDY

SALES presentation titled "A Study of Advertising Media in Portland," has recently been published by KEX Portland. Production of the study was supervised by Charles L. Burrow, station promotion manager. Text outlines radio and newspaper circulation in three segments of the station's market and the effectiveness of the respective media in reaching each area. Copies may be obtained from KEX or its national representative, Free & Peters.

'Coffee Break' Promotion

NEW SERIES of sales promotion pieces designed primarily for station salesmen and representatives is being sent out by WHO Des Moines to stimulate radio sales. Each piece prepared under the direction of John Schweiker, station's sales promotion manager, deals with a different radio success story as it has developed on WHO. Promotion, in informal letter format, uses an attractive "coffee break" letterhead.

'STAGE STRUCK'

AN HOUR-LONG weekly program reporting on, and giving highlight scenes and music of, current broadway shows will be launched by CBS Radio on Oct. 2 in cooperation with the League of New York Theatres (Fri., 8:30-9:30 p.m.). Stars of the various musicals and dramas being presented are slated to appear on the series, entitled *Stage Struck*. Commentator Mike Wallace will be host and theatrical reporter. Slated for the first broadcast are Lilo of "Can-Can," Rosalind Russell of "Wonderful Town," Basil Rathbone, Edna Wallace Hopper, and Shirley Booth.

PUMPKIN CONTEST

WPEO PEORIA was slated to open its third annual Pumpkin Contest yesterday (Sunday), offering a Youngstown kitchen as first prize for the person making the most accurate estimate of the number of pounds of pumpkins to be grown on a specified 20-acre patch. Other awards, which last year numbered 186 for a combined value of $1,200, are slated to bring this year's prize pool to more than $4,000 in value, according to General Manager John R. Livingston. The contest will run for six weeks and will be promoted on WPEO's farm service programs. Last year the contest attracted more than 9,000 entrants.

OUT SOON!
THE 1953-54
TELECASTING Yearbook
AND MARKETBOOK

Timed for the 1953-54 season, this *new* TELECASTING Yearbook combines the indispensable analyses of the Marketbook, heretofore published in mid-August, with the all-inclusive reference directories and guides of the Yearbook. Yes, here are two fully-indexed and annotated productions in a single volume.

A brand-new approach to buying guides, it is the result of pre-publication field testing of agencies, advertisers and film executives—tailored to *your* needs.

Single copies are $5.00—
—or this 1953-54 TELECASTING Yearbook-Marketbook, may be ordered with a subscription to BROADCASTING TELECASTING at a special rate. And, in case you are not a subscriber, complete and mail this handy form today:

BROADCASTING TELECASTING, National Press Building, Washington 4, D. C.

Please start my subscription immediately to include:

- ☐ Weekly issues of BROADCASTING TELECASTING $7.00
- ☐ Issues plus 1954 BROADCASTING Yearbook 9.00
- ☐ Issues plus 1953-54 TELECASTING Yearbook 9.00
- ☐ Issues and both Yearbooks 11.00

☐ Payment attached ☐ Bill me

Name _____

Address _____

Firm _____

City _____ Zone _____ State _____

NOTE TO SUBSCRIBERS: Write to BROADCASTING TELECASTING subscription manager, National Press Building, Washington 4, D. C., if you are not certain whether your current subscription includes the 1953-54 TELECASTING Yearbook-Marketbook. Be sure to include full address as it appears on current mailing label.

Advertisers

George Bryson, vice president and supervisor of general foods account for Young & Rubicam, N. Y., to General Foods Oct. 1 as head of international office with headquarters in New York.

L. W. Nolte, advertising manager, Carnation Co. (evaporated milk), L. A., has resigned.

Richard L. Brown, formerly general manager of Hadacol, returns to firm as assistant to president. **T. F. Wallace** named director of market research.

George L. Palmer, George J. Edellstein, Leland L. Lord and **Leo McKay** elected vice presidents of Willys Motors Inc. **Joseph B. Overman** elected assistant treasurer.

Agencies

Commander R. H. G. Mathews elected executive vice president of Burton Browne Adv., Chicago.

David Karr, vice president in charge of public relations, William H. Weintraub & Co., N. Y., resigns.

Norman Blackburn, vice president and director of radio and television, Geyer Adv., N. Y., has resigned his administrative post to concentrate on creative and production phases of television.

Richard S. Bean, Dancer-Fitzgerald-Sample, N. Y., to Grey Adv., N. Y., as media director for the agency.

Harold M. Tucker Jr., media director, Barnes Chase Co., San Diego, to Erwin, Wasey & Co., L. A., in same capacity. He succeeds **Whitney Hartshorne,** who transfers to latter agency's N. Y. office in October.

Marvin Young, radio-TV director, Ruthrauff & Ryan Inc., L. A., has resigned.

William R. Stuhler, partner and vice president, Price Robinson & Frank, Chicago, to Sullivan, Stauffer, Colwell & Bayles, N. Y., as executive in TV-radio dept. in charge of all talent and new programs, effective Sept. 8.

Carl E. Hellman named art director of Arthur R. MacDonald Inc., Chicago. **Thomas N. MacBurney,** sales promotion dept. of Ekco Products Co., Chicago, to agency as production manager.

Marilyn Doorley, office manager, Headley-Reed Co., Chicago, to Frank J. Miller Inc., Hollywood, as time buyer.

Robert Jarvis, director of creative activities, Vic Knight Inc., L. A., to Crossley & Jeffries Inc., same city, as copy director and account executive.

R. W. Heizer, central region account executive on Socony-Vacuum account, Compton Adv. Agency, Chicago, to Detroit office of Ruthrauff & Ryan Inc. as account executive.

Edward Rohrs to Campbell-Mithun Inc., Chicago, as copywriter.

52 SHOWS READY FOR YOU
The Sportsman's Club
15 minutes hunting, fishing and outdoors with Dave Newell. Panel type show. Write for audition prints.
SYNDICATED FILMS
1022 Forbes Street Phone: EXpress 1-1355
Pittsburgh 19, Pa.

Richard D. Allen, former vice president of Quaker Oats International, to J. Walter Thompson Co., Chicago, where he will handle general account service work. **Bernard Sabath,** copy chief at N. W. Ayer & Son, Chicago, and **Janet Dunlevy,** former editor of a research division publication for Armour & Co., to copy department of J. Walter Thompson Co.

Jay B. Rhodes Jr., to Robert B. Selby & Assocs., as account executive specializing in food merchandising and promotion.

Alice Amanna, Huber Hoge & Sons, N. Y., to Smith, Hagel & Snyder, N. Y., as assistant account executive.

Alfred V. Hansen, Erwin Wasey & Co., L. A., to Sherman & Marquette, N. Y., as member of TV copy dept.

Lincoln Diamant, head of advertising and sales promotion departments of World Publishing Co., Cleveland and N. Y., to creative staff of Ben Sackheim Inc., N. Y.

Emerson Cole, Benton & Bowles, N. Y., to Sherman & Marquette, N. Y., in TV copy department.

Richard A. Meyer, Marschalk & Pratt, N. Y., to copy writing staff, VanSant, Dugdale & Co., Baltimore.

Stations

Riley Gibson, manager of KOME Tulsa, Okla., named general manager of KXO El Centro, Calif., applicant for Ch. 16.

E. J. (Jack) Powell, vice president of Manistee Radio Corp. and general manager of WMTE Manistee, Mich., to Midwestern Bcstg. Corp., Toledo, Ohio. **Steve Cole,** WTCM Mt. Pleasant, Mich., succeeds Mr. Powell.

Charles C. Farrar, executive assistant to president, KSTL St. Louis, named station manager.

Mr. Farrar

Raymond J. Cheney, news director, appointed general manager of WMIX-AM-FM Mt. Vernon, Ill., succeeding **James Muse** who has resigned. **Willard J. Purser,** sales dept. of station, named assistant manager.

Maynard Dillaber named general manager of WMVA-AM-FM Martinsville, Va., succeeding **John W. Schultz** who has resigned. **Barbara Harding Zimmerman,** program director of station, appointed secretary-treasurer of Martinsville Bcstg. Corp.

King Michell, sales staff of KOMO Seattle, named sales manager.

Jack Withington, account executive, KPOL Los Angeles, promoted to sales manager.

Charles Black, recently separated from duty in Chief of Naval Operations Intelligence sec-

Bulletin To: **Monochrome Television Engineers Who Wish To Advance in the Field of**

COLOR TV

In preparation for color television, RCA now has several excellent positions open in the design and development of:

COLOR CAMERA • TRICOLOR MONITORS
COLOR MULTIPLEXING EQUIPMENT

We are looking for senior engineers with design and development experience in either the monochrome or color TV field. This is an opportunity to build your future on the sound foundation of RCA's experience in television . . . advance into a stimulating field that is new and challenging.

At RCA you will enjoy unsurpassed laboratory facilities, professional recognition and pleasant suburban or country living in the greater Philadelphia area.

Interviews arranged in your city.

For additional information regarding career opportunities and benefits for you and your family . . . write today to:

MR. ROBERT E. McQUISTON, *Manager*
Specialized Employment Division, Dept. B-401, Radio Corporation of America, 30 Rockefeller Plaza, New York 20, N. Y.

RADIO CORPORATION of AMERICA

WSYR-TV
Syracuse, N.Y.

Channel 3
100 kw

The Only Low-Band
V.H.F. Station in
Central New York

Headley-Reed
National Representatives

NBC Affiliate
WSYR-TV

light
the
way...

. . . to extraordinary lighting effects . . . at extraordinary savings! Rent whatever you need in specialized display, theatrical, studio and motion picture equipment from Jack Frost! For finer lighting . . . at fewer dollars . . . for complete lighting service that includes installation and removal wherever *you are . . . you're headed the* right *way . . .*

the frost JACK way!

For Full Information On Rental Equipment Write:

JACK A. FROST, DEPT. B, 234 PIQUETTE AVE.
Detroit 2, Michigan • TRinity 3-8030

tion, Washington, D. C., to KECA-TV Los Angeles as business manager.

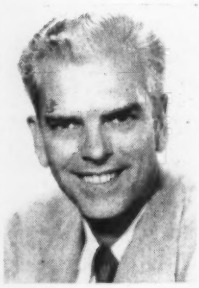
Chris Mack, farm service director at at WNAX Yankton, S. D., promoted to assistant manager of station.

Mr. Mack

John H. Kimball Jr., Prentice Hall Publishing Co., named sales manager of WTAO - AM - TV Boston.

Thomas W. Thuman, account executive at WSAI-AM-FM Cincinnati, promoted to local sales manager.

Jim Backlin, staff announcer at KGCX Sidney, Mont., advanced to promotion manager and news editor.



Mr. Constant

Al Constant, former program director at KRON-TV San Francisco, named operations manager of KONA-TV Honolulu.

Richard L. Higgs, WSRK Shelbyville, Ind., to WIRE Indianapolis as promotion manager, succeeding **Ward Glenn,** now business manager of Erie Symphonic Orchestra.

Paul Yamamoto, copy chief, KULA Honolulu, advanced to merchandising manager.

Mr. Cavalier

Dan R. Cavalier, general manager, Campbell Music Co., Washington, D. C., to WGMS same city, as vice president in charge of sales and development.

John Giel to sales staff, WSRS Cleveland.

Hamilton Shea, general manager, WTAM and WNBK (TV) Cleveland, presented with award by American Cancer Society in that city for stations' "distinguished performance in the field of public service and for its awareness and wholehearted cooperation."

James Earl Boultinghouse, continuity director, KOSA Odessa, Tex., to KLVT Levelland, Tex., as program director. **Gilbert Patscke,** chief engineer, KWKC Abilene, Tex., to KLVT in same capacity.

L. V. Hostetler, producer-director, WBAP-TV Fort Worth, to KKTV (TV) Colorado Springs, as production manager. **Stan Sievers** appointed chief of technical operations at KKTV.

Ken Lewis, scenery and staging dept., WOW-TV Omaha, Neb., appointed art director of station.

Donald William McKee appointed merchandising manager of *Kitchen Karnival,* WBAL Baltimore, succeeding **Rolland C. Bourbeau** who goes to NBC.

Jack Goodman, regional correspondent for *The York Times* and *Salt Lake City Tribune,* named news and special events director for KDYL-AM-TV Salt Lake City. **Harold Dent,** W. H. Bintz Co., Salt Lake City appliance distributor, to KDYL there as account executive.

John Horton, announcer, WNMP Evanston, Ill., appointed chief announcer in charge of production.

Frank K. Spain, NBC development group, named chief engineer at WHEN (TV) Syracuse, N. Y.

Don Kerr, WFAA-TV Dallas, to WCOP Boston, as account executive.

Steve Fisher, announcer and former World Broadcasting System account executive, to announcing staff of WHLI Hempstead, L. I.

Janet Nix to WBAL Baltimore as writer-director.

Wayne W. Cribb, former general manager of KHMO Hannibal, Mo., named assistant national sales manager of WTAD Quincy, Ill., and KGLO Mason City, Iowa.

Mr. Cribb

William O. Ellison, first lieutenant in U. S. Army to sales dept. at KIRO Seattle as merchandising manager.

William L. (Bill) Browne, formerly producer-director-writer with WMAL-AM-FM-TV Washington, assumes duties as director of public relations at National Institute of Drycleaning, Silver Spring, Md.

Bill Feinberg, WCOP Boston, to sales staff of WHIM Providence, R. I.

A. H. (Mac) McHardy, KECA Los Angeles, promoted to continuity acceptance editor.

Maggie Wulff, director of women's activities at WERE Cleveland, to creative staff of WXEL there.

Bill Daniels, chief announcer KULA Honolulu, to KBIG Avalon announcing staff.

Lois McIver to WPTF Raleigh, N. C., as continuity writer. **Marlene Muller** to station as promotion secretary.

Harry Gebrett, disc jockey at KFGT Fremont, Neb., to KLMS Lincoln, Neb., as night disc jockey.

Kent Burkhart, former Fort Worth disc jockey, to KATL Houston.

Betty R. Allen to WDVA Danville, Va., as bookkeeper, replacing **Beatrix Burke** who has resigned.

Ray Gaber, producer-director at WTVJ (TV) Miami, adds duties as teacher of TV production at Lindsey Hopkins Vocational School there.

Clete Roberts, KLAC-TV Hollywood news commentator and reporter, also to be moderator on KECA-TV Los Angeles *Crossroads of Life.*

Fred L. Bernstein, WTTM Trenton, N. J,, general manager, received letter of commendation

from Rutgers U., on behalf of station, for adult educations series *Labor Talks It Over.*

Jack Kelly, manager of WRFW Eau Claire, Wis., received citation on behalf of station from Disabled American Veterans for distinguished service.

Wilson C. Swayse, announcer at WSB-TV Atlanta, father of twins, Carol Louise and Linda Susan.

James T. Hayes, 39, writer-artist and assistant in promotion dept. of WCCO Minneapolis, died Aug. 20.

Mark Breneman, 44, announcer at KFAC Los Angeles, died Aug. 19.

Networks

Thomas J. Swafford, account executive, CBS Radio Spot Sales, S. F., named assistant general sales manager for Columbia Pacific Radio Network. He succeeds **Alan T. Axtell,** former assistant general sales manager of CBS-owned KNX Los Angeles and of Columbia Pacific Radio Network who was appointed account executive in Chicago office of CBS Radio Spot Sales, succeeding **Roland Kay,** who transfers to New York to become sales representative of KNX and CPRN.

Carmine Patti, coordinator of traffic operations for DuMont TV Network and its WABD (TV) New York, named assistant traffic manager, under **Roy Sharp,** manager.

Marjorie Benedict, literary rights dept., KECA Los Angeles, promoted to assistant continuity editor, ABC Western Division. **Virginia Backes** to department as assistant continuity editor.

James Sheldon, formerly of Young & Rubicam, appointed director of NBC-TV's *Armstrong Circle Theatre* beginning Sept. 1.

Charles Isaacs, writer for NBC-TV star **Jimmy Durante,** has been signed to five-year producer-writer-director contract by network. He will produce, direct and write at least one new property a year for NBC-TV, in addition to working on eight NBC-TV *Colgate Comedy Hour* programs starring Mr. Durante.

Jerome Lawrence and **Robert E. Lee,** writing team on NBC Radio *Railroad Hour,* signed to exclusive one-year contract by Harms-Witmark-Remick, under which some of their original musical scripts will be published and made available to schools and amateur groups.

Sam Perrin, George Balzer, Milt Josefsberg and **John Tackaberry,** writers on CBS-AM-TV *Jack Benny Show,* re-signed for 11th consecutive year. **Hal Goldman** and **Al Gordon,** re-signed for 4th consecutive year.

Herbert Swope Jr., alternate-week director of *Robert Montgomery Presents,* chosen by NBC-TV to produce special sales promotion film for network.

Don Ross, account executive, Columbia Pacific Radio Network, father of girl, Polly, Aug. 20.

Donald C. Coe, ABC director of radio news and special events, and Hester Mary Bell were married Aug. 22.

Lowell Thomas, CBS Radio newscaster, named radio chairman for Laymen's National Committee's 13th annual observance of National Bible Week, Oct. 19-25. **Ted Mack,** NBC-TV *Original Amateur Hour* star, named TV chairman for event.

Manufacturers

Herbert P. Niemann, president of Hertner Electric Co., subsidiary of General Precision Equipment, elected to similar capacity at Ampro Corp., Chicago (tape recorders).

Carroll J. Tresslar appointed general manager for Chicago sales branch, Servel Inc.

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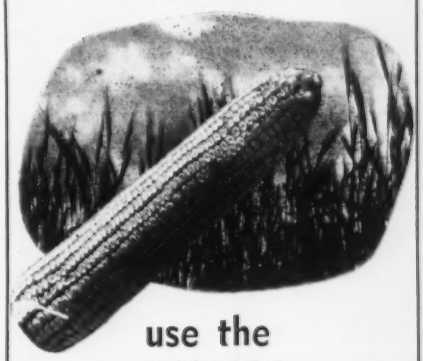

use the KANSAS FARM STATION

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Ben Ludy, Gen. Mgr., WIBW-KCKN

Rep. Capper Publications, Inc.

. . . Still Going

A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY, INC.

AFFILIATED WITH NBC

RTNDA AWARDS CLOSE SEPT. 15

Winners in three radio-TV news classifications to be announced Oct. 28 at annual convention.

EXTENSION of deadline to Sept. 15 for entries in the annual radio and television news awards of the Radio-Television News Director Assn., has been announced by Tom Eaton, WTIC Hartford, Conn., president of RTNDA.

All nomination and entry material must be postmarked by midnight of that day and sent to Baskett Mosse, chairman of RTNDA's awards committee, at the Medill School of Journalism, Northwestern U., Evanston, Ill. Formal news awards entry blanks, obtainable from Mr. Mosse, must be used.

Winners will be announced at the RTNDA annual convention banquet Oct. 28 in the Sheraton Park Hotel, Washington, D. C.

Mr. Eaton said that judges will be announced soon. He further explained that the judges will use as a yardstick the facilities available to each competing station, thus equalizing chances for those outlets with less staff, facilities and money for news gathering purposes.

The awards proper consist of gold trophies presented by Medill. When a station wins a trophy three years in succession, that trophy becomes that station's property. In addition, there are Distinguished Achievement certificates for winners and those receiving special citations.

The three awards classifications are:

(1) Outstanding Radio News Operations—the radio station judged as providing the most complete and enterprising general news service of the year in the community it serves.

(2) Outstanding Television News Operation—the television station selected as providing the most complete audio-visual news service in the community and having contributed most to the general progress of television news.

(3) Outstanding Special Events or News Features Broadcast—the radio or television station which, in the opinion of the judges, did the best and most complete job or displayed the most enterprise and courage in reporting one news story or feature during the year. This classification include the broadcast of a special series, an election, a major flood, an editorial campaign, a commentary or an exclusive story. A station is permitted to enter as many as two special broadcasts.

CHECK for $250 goes to Henry Broderick Jr. (r), chief engineer of WDRC-AM-FM Hartford, as first place winner in the International Sound Recording Contest sponsored by Audio Devices Inc. [B•T, Aug. 24]. Bryce Haynes, Audio Devices vice president, presents the award.

Bonds Award to Shea

HAMILTON SHEA, general manager of WTAM and WNBK (TV) Cleveland, has been presented with a special public service award from the U. S. Treasury Dept. for the contributions of the stations to the Government's bond drives.

French Medal to CKAC

CKAC MONTREAL has been awarded medal of merit by French Academy of Paris for its help in "propagating the French language in Canada."

WEEI Boston General Manager Harvey Struthers (l) and Production Manager Arthur C. King (c) accept the annual safety award of the National Safety Council from Rudolph F. King, Massachusetts registrar of motor vehicles, for the station's contribution to public safety.

TISKET-A-TASKET
A green and yellow basket—
I wrote a letter to my friend
and on my way I lost it—
I lost it—
The great Kansas City primary trade area served by The KMBC-KFRM Team is just one huge green and yellow basket. A MARKET basket — filled to overflowing with the green and yellow of things growing and ripening to be exchanged for "long green" currency and for "gold" coins.
You can enjoy the harvest in the Heart of America — the year around! Write a letter, wire or phone to your friend KMBC-KFRM, Kansas City, or your friendly Free & Peters colonel. The letter won't get lost. It'll pay a BIG profit because the folks in the Kansas City primary area are buying the things they hear about on the radio station they listen to most . . .
KMBC
the KMBC KFRM Team
CBS RADIO FOR THE HEART OF AMERICA

NEW GRANTEES' COMMENCEMENT TARGET DATES

This list includes all stations not yet on the air. Stations on the air are listed in TELESTATUS, FACTS & FIGURES section.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ALABAMA

Los Angeles, **KPIK (TV)** (22), 12/10/52-Late '53.
Birmingham, **WJLN-TV** (48), 12/10/52—Unknown.
Birmingham, **WSGN-TV** (42), 12/18/52—Unknown.
Decatur, **WMSL-TV** (23), 12/26/53-2/1/54.

ARIZONA

Phoenix **KOOL-TV** (10), 5/27/53-10/1/53, Blair TV share-time with KOY-TV).
Phoenix, **KOY-TV** (10), 5/27/53-10/1/53, Blair TV (share time with KOOL-TV).
Tucson, **KCNA-TV** (9), 12/18/52—Fall '53, Hollingbery.
Tucson, **KVOA-TV** (4), 11/13/53-9/27/53, NBC, Raymer.
Yuma, **KIVA (TV)** (11), 3/25/53-10/4/53, Grant.

ARKANSAS

Little Rock, **KARK-TV** (4), 6/18/53—Dec. '53.
Little Rock, **KETV (TV)** (23), 10/30/53—Unknown.
Pine Bluff, **KATV (TV)** (7), 6/18/53-11/14/53, Avery-Knodel.

CALIFORNIA

Bakersfield, **KERO-TV** (10), 6/18/53-9/26/53, CBS, NBC, Avery-Knodel.
Berkeley-San Francisco, **KQED (TV)** (*9), 7/24/53-10/1 53.
Chico, **KHSL-TV** (12), 3/11/53-9/1/53—CBS, NBC, Grant.
Eureka, **KIEM-TV** (3), 2/11/53-9/1/53—ABC, CBS, DuM, NBC, Blair-TV.
Fresno, **KJEO (TV)** (47), 4/9/53-10/1/53, ABC, Hollingbery.
Fresno, **John Poole** (53), 8/12/53—Unknown.
Los Angeles, **KETH (TV)** (*28), 8/28/52-Aug. '53.
Monterey, **KMBY-TV** (8), 2/19/53-9/11/53, CBS, DuM, Hollingbery (share time with KSBW-TV Salinas).
Sacramento, **KBIC (TV)** (46), 6/26/53-Fall '53.
Sacramento, **Cal-Tel Co.** (40), 7/16/53-10/1/53, Weed TV.
Salinas, **KICU (TV)** (28), 1/15/53-9/1/53.
Salinas, **KSBW-TV** (8), 2/19/53-9/11/53, CBS, DuM, Hollingbery (share time with KMBY-TV Monterey).
San Bernardino, **KITO-TV** (18), 11/6/52-Fall '53, Hollingbery.
San Diego, **KFSD-TV** (10), 3/19/53-9/1/53, NBC, Katz.
San Francisco, **KBAY-TV** (20), 3/11/53—Nov. '53.
San Francisco, **KSAN-TV** (32), 4/29/53-Jan. 54, McGillvra.
San Jose, **John A. Vietor** (48), 6/17/53-Oct. '54.
Santa Barbara, **KEYT (TV)** (3), 11/13/52-7/25/53—ABC, CBS, DuM, NBC, Hollingbery.
Stockton, **KTVU (TV)** (36), 1/8/53—Fall '53, Hollingbery.
Tulare-Fresno, **KCOK-TV** (27), 4/2/53-9/15/53—DuM, Forjoe (N. Y.), Cal-Central Network.
Yuba City, **KAGR-TV** (52), 3/11/53—Unknown.

COLORADO

Colorado Springs, **KRDO-TV** (13), 11/20/52-9/15/53, NBC, McGillvra.
Denver, **KDEN (TV)** (26), 7/11/52—Unknown.
Denver, **KIRV (TV)** (20), 9/18/52—Unknown.
Denver, **KLZ-TV** (7), 6/29/53-11/1/53—CBS, Katz.
Denver, **KOA-TV** (4), Initial Decision 6/18/53; stayed 7/24/53.
Denver, **KRMA-TV** (*6), 7/1/53—1954.
Grand Junction, **KFXJ-TV** (5), 3/26/53-May '54—Holman.

CONNECTICUT

Bridgeport, **WCTB (TV)** (*71), 1/29/53—Unknown.
Bridgeport, **WSJL (TV)** (49), 8/14/52—Unknown.
Hartford, **WEDH (TV)** (*24), 1/29/53—Unknown.
New Haven, **WELI-TV** (59), 6/24/53—Summer '54, H-R Television.
New London, **WNLC-TV** (26), 12/31/52-Dec. '53—Hedley-Reed TV.
Norwich, **WCTN (TV)** (*63), 1/29/53—Unknown.
Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.
Stamford, **Stamford-Norwalk TV Corp.** (27), 5/27/53—Unknown.
Waterbury, **WATR-TV** (53), 10/30/53-9/15/53, ABC, DuM, Rambeau.

DELAWARE

Dover, **WHRN (TV)** (40), 3/11/53—Unknown.

FLORIDA

Fort Lauderdale, **WITV (TV)** (17), 7/31/52-Nov. '53, DuMont
Fort Myers, **WINK (TV)** (11), 3/11/53-10/1/53—Weed TV.
Jacksonville, **WJHP-TV** (36), 6/3/53-Dec. '53, Perry Assoc.
Jacksonville, **WOBS-TV** (30), 8/12/53—Unknown.
Lakeland, **WOTV (TV)** (16), 12/31/52—Unknown.
Panama City, **WJDM (TV)** (7), 3/11/53-Sept. '53. CBS, Hollingbery.
Pensacola, **WEAR-TV** (3), 6/3/53-9/1/53—CBS, Hollingbery.
Pensacola, **WPFA (TV)** (15), 11/13/52-8/30/53—Young.
Tampa, **WFLA-TV** (8), Initial Decision 7/13/53-Early '54, NBC, Blair TV.
West Palm Beach, **WIRK-TV** (21), 12/18/52-9/1/53, Weed TV.

* Indicates noncommercial, educational station.
Note: Information provided by station executives, representatives, networks and sources considered reliable.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

GEORGIA

Columbus, **WDAK-TV** (28), 3/11/53-10/1/53—ABC, NBC, Headley-Reed.
Columbus, **Columbus Bcstg. Co.** (4), 8/27/53—Unknown.
Macon, **WMAZ-TV** (13), 3/11/53-9/27/53—CBS, DuM, Katz (Ch. 13 assigned Warner Robins, Ga.).
Savannah, **WTOC-TV** (11), 6/26/53-11/1/53—Katz.
Valdosta, **WGOV-TV** (37), 2/26/53—Nov. '53, Stars National.

IDAHO

Boise-Meridian, **KBOI** (TV) (2), 5/14 53—12/1/53.
Boise, **KTVI** (TV) (9), 1/15/53-10/1/53, ABC, Hollingbery.
Idaho Falls, **KID-TV** (3), 2/26/53—Unknown, CBS.
Idaho Falls, **KIFT** (TV) (8), 2/26/53-12/1/53, ABC Hollingbery.
Meridian-Boise, **KBOI** (TV) (2), 5/14/53—12/1/53.
Pocatello, **KISJ** (TV) (6), 2/26/53—Nov. '54, CBS.
Pocatello, **KWIK-TV** (10), 3/26/53-10/15/53, ABC, Hollingbery.
Twin Falls, **KLIX-TV** (11), 3/19/53-4/1/54, ABC, Hollingbery.

ILLINOIS

Belleville, **WTVI** (TV) (54), 11/20/53-8/10/53, DuM, Weed TV.
Bloomington, **WBLN** (TV) (15), 3/4/53-10/1/53, ABC.
Champaign, **WCIA** (TV) (3), 2/26/53-9/1/53, Hollingbery.
Champaign, **Champaign-Urbana TV Inc.** (21), 7/22/53—Unknown.
Chicago, **WHFC-TV** (26), 1/8/53—Unknown.
Chicago, **WIND-TV** (20), 3/19/53—Unknown.
Danville, **WDAN-TV** (24), 12/10/52—Unknown, Everett-McKinney.
Evanston, **Northwestern TV Bcstg. Corp.** (32), 8/12/53—Unknown.
Harrisburg, **WSIL-TV** (22), 3/11/53-Nov. '53.
Joliet, **Joliet TV Inc.** (48), 8/21/53-Unknown.
Peoria, **WTVH-TV** (19), 12/18/52-9/1/53—Petry.
Quincy, **WGEM-TV** (10), 6/18/53-Sept. '53, ABC, NBC.
Rockford, **WREX-TV** (13), 5/14/53—Fall '53, ABC, CBS, H-R TV.
Springfield, **WICS** (TV) (20), 2/26/53-10/1/53—Adam Young.

INDIANA

Elkhart, **WSJV** (TV) (52), 6/3/53—Unknown.
Evansville, **WFIE** (TV) (62), 6/10/53—Mid-Oct. '53.
Fort Wayne, **WKJG-TV** (33), 5/22/53-11/1/53, NBC. Raymer.
Indianapolis, **WJRE** (TV) (26), 3/26/53—Unknown.
Indianapolis, **WNES** (TV) (67), 3/26/53-Oct. '53.
Marion, **WMRI-TV** (29), 3/11/53—Unknown.
Princeton, **WRAY-TV** (52), 3/11/53-10/15/53.
Waterloo, **WINT** (TV) (15), 4/6/53-10/1/53.

IOWA

Cedar Rapids, **WMT-TV** (2), 4/9/53-9/27/53—CBS, Katz.
Cedar Rapids, **Cedar Rapids TV Co.** (9), 8/12/53-2/1/54.
Cedar Rapids, **Hawkeye TV Co.** (20), 7/30/53—Unknown.
Davenport, **KDIO** (TV) (36), 3/11/53—Unknown.
Des Moines, **KGTV** (TV) (17), 3/26/53—Fall '53, Hollingbery.
Fort Dodge, **KQTV** (TV) (21), 1/29/53-10/1/53—Pearson.
Sioux City, **KCTV** (TV) (36), 10/30/52—Unknown.

KANSAS

Manhattan, **KSAC-TV** (*8), 7/24/53—Unknown.
Pittsburg, **KOAM-TV** (7), 2/26/53-10/15/53.
Topeka, **WIBW-TV** (13), 6/3/53—Late Fall '53, Capper Sales.

KENTUCKY

Ashland, **WPTV** (TV) (59), 8/14/52—Summer '53.
Henderson, **WEHT** (TV) (50), 11/20/52-10/1/53, CBS, Meeker.
Louisville, **WKLO-TV** (21), 11/26/53-Sept. '53, ABC, DuM, Taylor.
Louisville, **WLOU-TV** (41), 1/15/53—Unknown.
Owensboro, **WVJS-TV** (14), 8/20/53—Unknown, Rambeau.
Richmond, **WBGT** (TV) (60), 4/29/53—Unknown.

LOUISIANA

Alexandria, **KSPJ** (TV) (62), 4/2/53—Unknown.
Baton Rouge, **KHTV** (TV) (40), 12/18/52—Unknown.
Lake Charles, **KTAG** (TV) (25), 12/18/52-9/15/53, Adam Young.
Monroe, **KNOE-TV** (8), 12/4/52-9/15/53, CBS, ABC, DuM, H-R Television.
New Orleans, **WCKG** (TV) (26), 4/2/53—Late Winter '53, Gill-Perna.
New Orleans, **WCNO-TV** (32), 4/2/53-1/1/54.
New Orleans, **WJMR-TV** (61), 2/18/53-11/1/53—DuM, Bolling.
New Orleans, **WTLO** (TV) (20), 2/26/53—Unknown.

MAINE

Lewiston, **WLAM-TV** (17), 7/8/53—Nov., Dec. '53, Everett-McKinney (N. Y.), Kettell-Carter (Boston).
Poland, **WMTW** (TV) (8), 7/8/53-4/1/54.
Portland, **WCSH-TV** (6), 7/30/53-Late '53, Weed TV.
Portland, **WPMT** (TV) (53), 2/11/53-8/30/53—ABC, CBS, DuM, NBC, Everett-McKinney (N. Y.), Kettell-Carter (Boston).

MARYLAND

Baltimore, **WITH-TV** (60), 12/18/52-1/1/54—Forjoe.
Frederick, **WFMD-TV** (62), 10/24/52—Winter 1953.
Salisbury, **WBOC-TV** (16), 3/11/53-10/1/53.

MASSACHUSETTS

Boston, **WBOS-TV** (50), 3/26/53—Unknown.
Boston, **WGBH-TV** (*2), 7/16/53-10/1/54.
Boston, **J. D. Wrather Jr.** (44), 8/12/53—Unknown.
Brockton, **Trans-American Enterprises Inc.** (62), 7/30/53—Unknown.
Cambridge-Boston, **WTAO-TV** (56), 3/11/53-9/28/53, DuM.
Fall River, **WSEE-TV** (46), 9/14/52—Oct. '53.
Lawrence, **General Bcstg. Co.** (72), 6/10/53—Unknown.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

New Bedford, **WNBH-TV** (28), 7/11/52—Fall, Walker.
North Adams, **WMGT** (TV) (74), 2/18/53-10/15/53—Walker.
Northampton, **WNOH** (TV) (36), 1/23/53—Spring '54.
Worcester, **WAAB-TV** (20), 8/12/53—Unknown.
Worcester, **WWOR-TV** (14), 6/18/53-10/31/53, Raymer.

MICHIGAN

Battle Creek, **WBCK-TV** (58), 11/20/52-9/15/53—Headley-Reed.
Benton Harbor, **WHFB-TV** (42), 2/26/53—Unknown.
Cadillac, **WWTV** (TV) (13), 4/8/53-1/1/54.
East Lansing, **WKAR-TV** (*60), 10/16/52-1/1/54.
Flint, **WCTV** (TV) (28), 7/11/52-9/1/53.
Flint, **WFDF-TV** (12), Initial Decision 5/11-53.
Flint, **WTAC-TV** (16), 11/20/52-10/1/53, ABC, Raymer.
Jackson, **WIBM-TV** (48), 11/20/52-12/8/53, Forjoe.
Lansing, **WILS-TV** (54), 2/5/53-9/20/53, DuM, Taylor.
Muskegon, **WTVM** (TV) (35), 12/23/52—Unknown.

MINNESOTA

Minneapolis, **WTCN-TV** (11), 4/16/53-9/1/53—ABC, Blair TV (share time with WMIN-TV St. Paul).
St. Cloud, **WJON-TV** (7), 1/23/53—Late Oct. '53, Rambeau.
St. Paul, **WCOW-TV** (17), 3/11/53-11/15/53.
St. Paul, **WMIN-TV** (11), 4/16/53-9/1/53—ABC, Taylor (share time with WTCN-TV Minneapolis).

MISSISSIPPI

Columbus, **WCBI-TV** (28), 3/11/53—Unknown.
Gulfport, **WGCM-TV** (56), 2/11/53—Unknown.
Jackson, **WSLI-TV** (12), 7/22/53-Jan. '54—ABC, Weed TV.
Jackson, **Lamar Life Bcstg. Co.** (3), 8/27/53—Unknown.
Meridian, **WCOC-TV** (30), 12/23/52-9/1/53.
Meridian, **WTOK-TV** (11), 6/3/53-9/27/53—ABC, CBS, DuM, Headley-Reed.

MISSOURI

Cape Girardeau, **KGMO-TV** (18), 4/16/53—Unknown.
Clayton, **KFUO-TV** (30), 2/5/53—Unknown.
Columbia, **KOMU-TV** (8), 1/15/53-11/1/53, ABC, CBS, DuM, NBC, H-R Television.
Festus, **KACY** (TV) (14), 12/31/52-10/20/53.
Hannibal, **KHQA-TV** (7), 2/18/53-9/10/53—Weed TV.
Kansas City, **KCMO-TV** (5), 6/3/53-9/27/53, ABC, Katz.
St. Joseph, **KFEQ-TV** (2), 10/16/52-9/15/53, CBS, DuM, Headley-Reed.
St. Louis, **KETC** (TV) (*9), 5/7/53—Unknown.
St. Louis, **KSTM-TV** (36), 1/15/53-9/27/53, ABC, H-R Television.
St. Louis, **WIL-TV** (42), 2/12/53—Late '53.
Sedalia, **KDRO-TV** (6), 2/26/53-1/1/54.
Springfield, **KYTV** (TV) (3), 1/8/53-10/1/53, ABC, NBC, Hollingbery.

MONTANA

Billings, **KOOK-TV** (2), 2/5/53-10/1/53, Hollingbery.
Billings, **KRHT** (TV) (8), 1/15/53—Early Fall '53.
Butte, **KOPR-TV** (4), 1/15/53-9/10/53, ABC, CBS, Hollingbery.
Butte, **KXLF-TV** (6), 2/26/53-9/1/53, Walker.
Great Falls, **KFBB-TV** (5), 1/15/53-9/1/53, CBS, Weed TV.
Great Falls, **KMON-TV** (3), 4/9/52—Unknown, Hollingbery.
Missoula, **KGVO-TV** (13), 3/11/53-7/1/54, Gill-Perna.

NEBRASKA

Kearney, **KHOL** (TV) (13), 7/22/53—Unknown.

NEVADA

Reno, **KZTV** (TV) (8), 12/23/52-9/27/53, Pearson.

NEW HAMPSHIRE

Keene, **WKNF-TV** (45), 4/22/53—Unknown.
Manchester, **WMUR-TV** (9), 8/26/53—Unknown.
Mt. Washington, **WMTW** (TV) (8), 7/8/53-4/1/54.

NEW JERSEY

Asbury Park, **WRTV** (TV) (58), 10/2/52—Late Dec. '53.
Atlantic City, **WOCN** (TV) (52), 1/8/53—Unknown.
New Brunswick, **WDHN** (TV) (47), 4/2/53—Unknown.
New Brunswick, **WTLV** (TV) (*19), 12/4/52—Unknown.
Trenton, **WTTM** (TV) (41), 7/16/53—Unknown.

NEW MEXICO

Albuquerque, **KGGM-TV** (13), 3/11/53-9/27/53 — CBS, Weed-TV.
Albuquerque, **KOAT-TV** (7), 6/18/53—10/1/53, ABC, Hollingbery.
Clovis, **KNEH** (TV) (12), 3/4/53—Unknown.
Santa Fe, **KTVK** (TV) (2), 1/23/53—Unknown.

NEW YORK

Albany, **WPTR** (TV) (23), 6/10/53—Unknown.
Albany, **WROW-TV** (41), 4/16/53-10/1/53, ABC, Bolling.
Albany, **WTVZ** (TV) (*17), 7/24/52—Unknown.
Binghamton, **WQTV** (TV) (*46), 8/14/52—Unknown.
Buffalo, **WBES-TV** (59), 12/23/52-9/7/53, Bolling.
Buffalo, **WTVF-TV** (*23), 7/24/52—Unknown.
Elmira, **WECT** (TV) (18), 2/26/53-10/1/53, NBC, Everett-McKinney.
Ithaca, **WHCU-TV** (20), 1/8/53-11/15/53.
Ithaca, **WIET** (TV) (*14), 1/8/53—Unknown.
Jamestown, **WJTN-TV** (58), 1/23/53—Unknown.
Kingston, **WKNY-TV** (66), 1/23/53—Unknown, NBC, Meeker.
New York, **WGTV** (TV) (*25), 8/14/52—Unknown.
Poughkeepsie, **WEOK-TV** (21), 11/26/52—Jan. '54.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Rochester, **WHEC-TV** (10), 3/11/53-12/1/53, ABC, CBS, Everett-McKinney (share time with WVET-TV).
Rochester, **WRNY-TV** (27), 4/2/53—Unknown.
Rochester, **WROH** (TV) (*21), 7/24/52—Unknown.
Rochester, **WVET-TV** (10), 3/11/53-12/1/53, ABC, CBS, Bolling (share time with WHEC-TV).
Rochester, **Star Bcstg. Co.** (15), 6/10/53—Unknown.
Schenectady, **WTRI** (TV) (35), 6/11/53—Unknown.
Syracuse, **WHTV** (TV) (*43), 9/18/52—Unknown.
Utica, **WFRB** (TV) (19), 7/1/53—Unknown.
Watertown, **WWNY-TV** (48), 12/23/52-11/15/53—Weed TV.

NORTH CAROLINA

Charlotte, **WAYS-TV** (36), 2/26/53-9/1/53—ABC, Bolling.
Durham, **WCIG-TV** (46), 2/26/53-11/1/53—DuM, NBC, H-R Television.
Greensboro, **WCOG-TV** (57), 11/20/52-10/30/53, ABC, Bolling.
Greenville, **WNCT** (TV) (9), 3/11/53-10/15/53, CBS, DuM, Pearson.
Hendersonville, **WHKP-TV** (27), 3/11/53—Early '54, Headley-Reed TV.
Mount Airy, **WPAQ-TV** (55), 3/11/53—Fall '53, Clark.
Wilmington, **WMFD-TV** (6), 7/30/53—Spring '54.
Winston-Salem, **WSJS-TV** (12), 7/8/53-Oct. '53—NBC, Headley-Reed.
Winston-Salem, **WTOB-TV** (26), 2/5/53-10/1/53, DuM, H-R Television.

NORTH DAKOTA

Bismarck, **KBSM** (TV) (12), 3/4/53—Early Fall '53.
Bismarck, **KFYR-TV** (5), 3/4/53—Oct. '53, Blair TV.
Minot, **KNDX** (TV) (10), 2/11/53—Early Fall '53.
Valley City, **KXJB-TV** (4), 8/5/54—Early '54, Weed TV.

OHIO

Ashtabula, **WICA-TV** (15), 2/5/53-Fall '53, Gill-Perna.
Cincinnati, **WCIN-TV** (54), 5/14/53—Unknown.
Cleveland, **WERE-TV** (65), 6/18/53—Fall '53.
Columbus, **WOSU-TV** (*34), 4/22/53—Unknown.
Dayton, **WIFE** (TV) (22), 11/26/52-9/15/53, Headley-Reed.
Lima, **WIMA-TV** (35), 12/4/52—Late '53, Weed TV.
Massillon, **WMAC-TV** (23), 9/4/52-9/10/53, Petry.
Portsmouth, **Woodruff Inc.** (30), Initial Decision 6/8/53.
Steubenville, **WSTV-TV** (9), 8/12/53—Unknown, CBS.
Youngstown, **WUTV** (TV) (21), 9/25/52—Aug. '53.

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FOR THE RECORD

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

OKLAHOMA

Miami, **KMIV (TV)** (58), 4/22/53—Unknown.
Oklahoma City, **KLPR-TV** (19), 2/11/53-9/1/53, Bolling.
Oklahoma City, **KTVQ (TV)** (25), 2/11/53-10/1/53, H-R Television.
Oklahoma City, **KWTV (TV)** (9), 7/22/53—Early Spring, '54, CBS.
Tulsa, **KCEB (TV)** (23), 2/26/53—Oct.-Nov. '53, Bolling.

OREGON

Eugene-Springfield, **KTVF (TV)** (20), 2/11/53—Unknown.
Eugene, **Eugene TV Co.** (13), 5/14/53—Oct. '53, Hollingbery.
Portland, **KOIN-TV** (6), 7/16/53-10/15/53, CBS.
Portland (Ore.)-Vancouver (Wash.), **KVAN-TV** (21), Initial Decision 6/18/53.
Salem, **KPIC (TV)** (24), 1/29/53—Oct. '53.
Springfield-Eugene, **KTVF (TV)** (20), 2/11/53—Unknown.

PENNSYLVANIA

Allentown, **WFMZ-TV** (67), 7/16/53—Unknown.
Allentown, **Queen City TV Co.** (39), 8/12/53—Unknown.
Chambersburg, **WCHA-TV** (46), 3/11/53-9/1/53, Forjoe.
Harrisburg, **WCMB-TV** (27), 7/24/53-12/15/53—Cooke.
Hazleton, **WAZL-TV** (63), 12/18/52—Unknown, Meeker.
Johnstown, **WARD-TV** (56), 11/20/52—Oct. '53, Weed TV.
Lancaster, **WWLA (TV)** (21), 5/7/53—Late '53, Taylor.
Lebanon, **WLBR-TV** (15), 6/26/53—Nov. '53.
Lewistown, **WMRF-TV** (38), 4/2/53—Unknown.
Philadelphia, **WIP-TV** (29), 11/26/52—Unknown.
Pittsburgh, **WQED (TV)** (*13), 5/14/53-1/1/54.
Pittsburgh, **WTVQ (TV)** (47), 12/23/53—Fall '53, Headley-Reed.
Scranton, **WARM-TV** (16), 2/26/53—Fall '53, Hollingbery.
Williamsport, **WRAK-TV** (36), 11/13/52—Unknown.
Wilkes-Barre, **WILK-TV** (34), 10/2/52-9/15/53—ABC, DuM, Avery-Knodel.
York, **WNOW-TV** (49), 7/11/52—Oct. '53, DuM, Hollingbery.

RHODE ISLAND

Providence, **WNET (TV)** (16), 4/8/53—Unknown.

SOUTH CAROLINA

Camden, **WACA-TV** (15), 6/3/53—Jan. '54.
Columbia, **WIS-TV** (10), 2/12/53—Oct. '53, NBC, Free & Peters.
Columbia, **WNOK-TV** (67), 9/18/52-9/1/53—CBS, DuM, Raymer.
Greenville, **Carolina TV Inc.** (4), 7/30/53—Unknown.
Greenwood, **WCRS-TV** (21), 4/8/53—Unknown.
Spartanburg, **WSCV (TV)** (17), 7/30/53—Jan. '54.

TENNESSEE

Chattanooga, **WOUC (TV)** (49), 8/21/52—Unknown, Pearson.
Chattanooga, **WTVT (TV)** (43), 8/21/52—Unknown.
Johnson City, **WJHL-TV** (11), 1/29/53—Oct. '53, Pearson.
Knoxville, **WTSK (TV)** (26), 3/26/53—Unknown.
Knoxille, **WROL-TV** (48), 7/31/53-10/1/53, Avery-Knodel.
Memphis, **WHBQ-TV** (13), 1/29/53-9/27/53—Blair TV.
Nashville, **WSIX-TV** (8), 7/30/53-12/1/53, CBS, Hollingbery.
Old Hickory, **WLAC-TV** [Nashville] (5), 8/5/54—Late '53, Early '54.

TEXAS

Abilene, **KRBC-TV** (9), 4/16/53-8/30/53, Pearson.
Beaumont, **KBMT (TV)** (31), 12/4/52—Summer '53, Taylor.
Beaumont, **KTRM-TV** (6), Initial Decision 7/22/53.
Dallas, **KDTX (TV)** (23), 1/15/53—Unknown.
Dallas, **KLIF-TV** (29), 2/12/53—Unknown.
El Paso, **KEPO-TV** (13), 10/24/52—Fall '53, Avery-Knodel.
Fort Worth, **KTCO (TV)** (20), 3/11/53—Unknown.
Galveston, **KTVR (TV)** (41), 11/20/52—Early Fall '53.
Harlingen, **KGBS-TV** (4), 5/21/53-9/27/53—CBS, Pearson.
Houston, **KNUZ-TV** (39), 1/8/53-9/15/53—Forjoe.
Houston, **KTVP (TV)** (23), 1/8/53—Unknown.
Houston, **KXYZ-TV** (29), 6/18/53—Unknown.
Longview, **KTVE (TV)** (32), 2/5/53-9/24/53—Forjoe.
Lubbock, **KFYO-TV** (5), 5/7/53—Late '53, Taylor.
Lufkin, **KTRE-TV** (9), 3/11/53—1954, Taylor.
Marshall, **Marshall TV Corp.** (16), 6/25/53—Unknown.
Midland, **KMID-TV** (2), 7/1/53-11/1/53.
San Antonio, **KALA (TV)** (35), 3/26/53—Unknown.
Sherman, **KSHM (TV)** (46), 3/4/53—Late Summer '53.
Sweetwater, **Texas Telecasting Inc.** (12), 8/26/53—Unknown.
Temple, **KCEN-TV** (6), 1/29/53-10/1/53, NBC, Hollingbery.
Tyler, **KETX (TV)** (19), 1/29/53-8/30/53, Headley-Reed TV.
Victoria, **KNAL (TV)** (19), 3/26/53—Unknown, Best.
Waco, **KANG-TV** (34), 11/13/52-9/15/53—ABC, Pearson.
Weslaco, **KRGV-TV** (5), 7/16/53—Sept., Oct. '53, NBC, Taylor.

UTAH

Salt Lake City, **KUTV (TV)** (2), 3/26/53-10/15/53—ABC, Hollingbery.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

VIRGINIA

Charlottesville, **WCHV-TV** (64), 1/29/53-9/1/53—Walker.
Danville, **WBTM-TV** (24), 12/18/52—Oct. '53, Hollingbery.
Hampton, **WVEC-TV** (15), 2/5/53-9/19/53—NBC, Rambeau.
Harrisonburg, **WSVA-TV** (3), 3/11/53-9/1/53 — NBC, Devney.
Marion, **WMEV-TV** (50), 4/2/53—Unknown, Donald Cooke.
Newport News, **WACH (TV)** (33), 2/5/53—Summer '53.
Norfolk, **WTOV-TV** (27), 7/8/53—Sept., Oct. '53, ABC, Forjoe.

WASHINGTON

Seattle, **KOMO-TV** (4), 6/10/53-12/11/53, NBC, Hollingbery.
Vancouver (Wash.)-Portland (Ore.), **KVAN-TV** (21), Initial Decision 6/18/53.
Yakima, **KIT-TV** (23), 12/4/52—Oct., Nov. '53.

WEST VIRGINIA

Beckley, **Appalachian TV Corp.** (21), 6/25/53—Unknown.
Charleston, **WKNA-TV** (49), 3/4/53—Early Sept. '53, ABC, Weed TV.
Fairmont, **WJPB-TV** (35), 7/1/53-1/1/54—Gill-Perna.
Parkersburg, **WTAP (TV)** (15), 2/11/53-9/21/53.
Wheeling, **WLTV (TV)** (51), 2/11/53—Oct. '53.
Wheeling, **WTRF-TV** (7), 4/22/53-10/1/53, NBC, Hollingbery.

WISCONSIN

Beloit, **WRBJ (TV)** (57), 2/11/53-Sept. '53, Clark.
Eau Claire, **WEAU-TV** (13), 2/26/53—Fall '53, Hollingbery.
Milwaukee, **WCAN-TV** (25), 2/5/53-9/1/53, CBS, Taylor.
Milwaukee, **WMIL-TV** (31), 8/20/53—Unknown.
Milwaukee, **WOKY-TV** (19), 6/3/53-9/15/53, ABC, H-R Television.
Neenah, **WNAM-TV** (42), 12/23/52-10/21/53, Clark.

WYOMING

Casper, **KSPR-TV** (2), 5/14/53—Unknown.
Cheyenne, **KFBC-TV** (5), 1/23/53-12/25/53, CBS.

ALASKA

Anchorage, **KFIA (TV)** (2), 7/30/53—Dec. '53.
Anchorage, **KTVA (TV)** (11), 7/30/53—Unknown.
Fairbanks, **KFIF (TV)** (2), 7/1/53—Dec. '53.

HAWAII

Honolulu, **KABS (TV)** (4), 5/14/53—Unknown.

PUERTO RICO

San Juan, **WAPA-TV** (4), 8/12/53—Unknown.
San Juan, **WKAQ-TV** (2), 7/24/52-1954, Inter-American.

UPCOMING EVENTS

Aug. 30-Sept. 2: Western Assn. of Broadcasters, convention, Jasper Park Lodge, Jasper, Alberta.
Aug. 30-Sept. 5: Educ. TV station management seminar, U. of Iowa, Ames.
Sept. 1-3. International Sight & Sound Exposition and Audio Fair, Palmer House, Chicago.
Sept. 1-4: AIEE, Pacific General Meeting, Hotel Vancouver, Vancouver, B. C.
Sept. 5-7: West Virginia Broadcasters Assn., convention, Greenbrier, White Sulphur Springs.
Sept. 8: Comments due on FCC Notice of Proposed Rule Making re establishment of color television standards.

SPECIAL LISTING

(NARTB District Meetings)

Sept. 14-15: Dist. 17, Benjamin Franklin Hotel, Seattle.
Sept. 16-17: Dist. 15, Mark Hopkins Hotel, San Francisco.
Sept. 17-18: Dist. 16, Statler Hotel, Los Angeles.
Sept. 21-22: Dist. 14, Challenger Inn, Sun Valley, Idaho.
Sept. 23-24: Dist. 10, Roosevelt Hotel, Cedar Rapids, Iowa.
Sept. 25-26: Dist. 11, Radisson Hotel, Minneapolis.
Sept. 28-29: Dist. 9, Plankinton House, Milwaukee.
Sept. 30-Oct. 1: Dist. 8, Indianapolis.
Oct. 2-3: Dist. 7, Sinton Hotel, Cincinnati.
Oct. 12-13: Dist. 12, Lake Murray Lodge, Ardmore, Okla.
Oct. 14-15: Dist. 13, Adolphus Hotel, Dallas.
Oct. 16-17: Dist. 6, Buena Vista Hotel, Biloxi, Miss.
Oct. 19-20: Dist. 5, Henry Grady Hotel, Atlanta.
Oct. 21-22: Dist. 4, Grove Park Inn, Asheville, N. C.
Oct. 23-24: Dist. 3, Bellevue-Stratford Hotel, Philadelphia.
Oct. 29-30: Dist. 2, Ten Eyck Hotel, Albany, N. Y.
Nov. 4-5: Dist. 1, Somerset Hotel, Boston.

ACTIONS OF FCC

Aug. 20 through Aug. 26

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of July 31, 1953*

	AM	FM	TV
Licensed (all on air)	2,451	549	101
CPs on air	15	29	†123
Total on air	2,466	578	†224
CPs not on air	122	21	284
Total authorized	2,588	599	508
Applications in hearing	81	0	112
New station requests	251	8	524
Facilities change requests	183	33	19
Total applications pending	899	84	641
Licenses deleted in July	1	3	0
CPs deleted in July	2	1	3

***Does not include noncommercial educational FM and TV stations.**

†Authorized to operate commercially.

* * *

AM and FM Summary through Aug. 19

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,476	2,462	146	248	80
FM	578	549	54	7	0

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	159	264	423[1]
Educational	7	13	20

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	162	58	220
Noncommercial on air	1	1	2

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	823	337	648	511	1,159[2]
Educational	50		24	26	50[3]
Total	873	337	672	537	1,209[4]

[1] Eleven CPs (2 vhf, 9 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 20 already granted.
[4] Includes 440 already granted.

* * *

Note: Processing of uncontested TV applications has been extended through both the Group A-2 and group B city priority lists. New processing lines and procedures go into effect on Aug. 24 [B•T, July 27, 20].

New TV Stations . . .

ACTIONS BY FCC

Manchester, N. H.—The Radio Voice of New Hampshire Inc. (WMUR), granted vhf Ch. 9 (186-192 mc); ERP 148 kw visual, 89.1 kw aural; antenna height above average terrain 1,020 ft., above ground 234 ft. Estimated construction cost $398,000, first year operating cost $325,000, revenue $350,000. Post office address: WMUR Bldg., 1819 Elm St., Manchester, N. H. Studio location: 1819 Elm St. Transmitter location: 6.5 mi. west of center of Manchester on South Uncanoonuc Mtn., about 2½ mi. south of town of Goffstown and 400 ft. west of fire tower. Geographic coordinates 42°58'59" N. Lat., 71°35'19" W. Long. Transmitter RCA, antenna Federal. Legal counsel Cummings, Stanley, Truitt & Cross, Washington. Consulting engineer Jansky & Bailey Inc., Washington. Granted Aug. 26.

Sweetwater, Tex. — Texas Telecasting Inc. (KDUB-TV Lubbock), granted vhf Ch. 12 (204-310 mc); ERP 2.95 kw visual, 1.48 kw aural; antenna height above average terrain 340 ft., above ground 437 ft. Estimated construction cost $92,213.22, first year operating cost $90,000, revenue unknown. Post office address 7400 College Ave., Lubbock, Tex. Studio location to be determined. Transmitter location S of U. S. 80, 1 mile W of Sweetwater. Geographic coordinates 32° 28' 57" N. Lat., 100°22'20" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Eliot C. Lovett, Washington. Consulting engineer Frank H. McIntosh, Washington. Principals include President **W. D. Rogers Jr.** (31.6%); Vice President **Vernie Ford** (17.4%), dealer in farm machinery; Secretary-Treasurer **W. W. Conley** (9.2%); **Roger L. Kukendall** (17.4%), car dealer, and **Charles W. Bathrope** (4%), president and majority stockholder of KITE-AM-FM San Antonio. Granted Aug. 26.

APPLICATIONS

Columbus, Ga. — Columbus Bcstg. Co., vhf Ch. 4 (66-72 mc); ER6P 27.2 kw visual, 14.65 kw aural; antenna height above average terrain 364 ft., above ground 492 ft. Estimated construction cost $237,482.91, first year operating cost $200,000, revenue $250,000. Post office address 1350 13th Ave., Columbus. Studio and transmitter location 1350 13th Ave. Geographic coordinates 32°28'20" N. Lat., 84°58'26" W. Long. Transmitter and antenna GE. Legal counsel, Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Principals include **The R. W. Page Corp.** (WGBA Columbus) (51%), publisher of *Ledger-Enquirer* and *Bradenton Herald*, Columbus; President **J. W. Woodruff Jr.,** 10% owner of WGPC Albany, Ga.; and **J. W. Woodruff Sr.,** owner of WATL Atlanta, Ga., and 90% owner of WGPC. The Woodruffs own 49% jointly. WGBA dismissed its own Ch. 4 bid earlier. Filed Aug. 25.

Shreveport, La. — Interim TV Corp., vhf Ch. 12 (204-210 mc); ERP 31 kw visual, 15.5 kw aural; antenna height above average terrain 240 ft., above ground 212 ft. Estimated construction cost $159,433.16, weekly operating cost $4,765, weekly revenue $6,000. Post office address P. O. Box 1222, Shreveport. Studio and transmitter location 726 Cotton St., Shreveport. Geographic coordinates 32° 30' 31" N. Lat., 93° 44' 59" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Weaver & Glassie, Washington. Consulting engineer Vandivere, Cohen & Wearn, Washington. This is temporary corporation formed by competitive applicants KRMD, Shreveport TV Co. and Southland TV Co., each owning ½ interest. Each group shares in cost of construction and operation until TV permit is granted. Successful applicant will purchase from two unsuccessful applicants their interest in the temporary corporation. Principals are President **Don George,** representing Shreveport TV Co., Vice President **Justin R. Querbes Sr.,** representing Southland TV, and Secretary-Treasurer **T. B. Langford,** representing KRMD. Filed Aug. 24.

Charlotte, N. C. — Dan Nicholas, vhf Ch. 9 (186-192 mc); ERP 54.67 kw visual, 27.9 kw aural; antenna height above average terrain 323 ft., above ground 337 ft. Estimated construction cost $296,750, first year operating cost $350,000, revenue $325,000. Post office address Salisbury, N. C. Studio location to be determined. Transmitter location on Shamrock Road 0.5 miles E of East Way Drive, Charlotte. Geographic coordinates 35° 13' 57" N. Lat., 80° 46' 14" W. Long. Transmitter and antenna RCA. Legal counsel Fly, Shuebruk & Blume, Washington. Consulting engineer George P. Adair Engineering Co., Washington. Mr. Nicholas is sole applicant but intends to form a corporation at a later date. He is in real estate, lumber and building supplies and financing businesses. Filed Aug. 25.

Grand Forks, N. D.—Community Radio Corp. (KNOX), vhf Ch. 10 (192-198 mc); ERP 2.88 kw visual, 1.44 kw aural; antenna height above average terrain 177 ft., above ground 203 ft. Estimated construction cost $164,500, first year operating cost $140,000, revenue $150,000. Post office address Grand Forks, N. D. Studio and transmitter location State Mill Road (N. 5th St.), Grand Forks. Geographic coordinates 47° 56' 22" N. Lat., 97° 03' 03" W. Long. Transmitter and antenna RCA. Legal counsel Lyon, Wilner & Bergson, Washington. Consulting engineer Millard M. Garrison, Washington. Principals include President **Carroll E. Day** (16.66%), real estate and state senator; Vice President **Don E. Whitman** (16.66%); Vice President **Adolph Lund** (16.66%), lumber business; Vice President and General Manager **Elmer O. Hanson** (16.66%), KNOX manager; Treasurer **Arthur Tweet** (16.66%) and Secretary **Elroy Schroeder** (16.66%). Filed Aug. 24.

Odessa, Tex.—Clarence E. Wilson and Philip D. Jackson d/b as the Odessa TV Co., vhf Ch. 7 (174-180 mc); ERP 22.5 kw visual, 15.3 kw aural; antenna height above average terrain 500 ft., above ground 546 ft. Estimated construction cost $130,100, first year operating cost $72,000, revenue $101,000. Post office address Box 770, Chickasha, Okla. Studio and transmitter location 1 mile SW city limits on Highway 80, Odessa. Geographic coordinates 31° 49' 24" N. Lat., 102° 24' 38" W. Long. Transmitter and antenna GE. Consulting engineer Leonard R. Lyon, Chickasha. Each partner has 50% interest. Mr. Jackson owns 50% of KWCO Chickasha, Okla., is owner of KCHY Cheyenne, Wyo., and 15 owner KTVQ (TV) Chickasha. Mr. Wilson owns 50% of KWCO and 15% interest in KTVQ (TV). Filed Aug. 25.

APPLICATIONS AMENDED

Savannah, Ga.—WSAV Inc. (WSAV) amends application for new TV station on vhf Ch. 3 to change ERP to 29.7 kw visual and 14.9 kw aural. Filed Aug. 13.

Buffalo, N. Y.—WGR Bcstg. Corp. (WGR) amends application for new TV station on vhf Ch. 2 to specify as Executive Vice President Karl B. Hoffman, former chief engineer WGR; Vice President for Sales Nat Cohen; change antenna height above average terrain from 499 ft. to 910 ft.; change transmitter and studio location to Whitehaven Rd., Grand Island, Buffalo-Niagara Falls, N. Y. Filed Aug 3. .

Canton, Ohio—Brush-Moore Newspapers Inc. amends application for new TV station on uhf Ch. 29 to change ERP to 221 kw visual and 115 kw aural. Filed Aug. 19.

Canton, Ohio—Stark Telecasting Corp. amends application for new TV station on uhf Ch. 29 to change studio location to Hills and Dales Rd., N.W., west of Whipple Rd. near Canton; ERP to 220.80 kw visual and 116.14 kw aural. Filed Aug. 19.

Providence, R. I.—Cherry & Webb Bcstg. Co. (WPRO) amends application for new TV station

Florida

$60,000.00

An attractive independent located in one of Florida's beautiful and growing markets. Real estate, exclusive of plant and equipment, is valued at minimum of $30,000.00

California

$75,000.00

Located in one of California's most desirable medium sized markets, this fulltime network station offers an outstanding opportunity. Operating profitably under absentee ownership. Financing available.

Appraisals • Negotiations • Financing

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
William T. Stubblefield
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

SAN FRANCISCO
Lester M. Smith
235 Montgomery St.
Exbrook 2-5672

on vhf Ch. 12 to change antenna height above average terrain to 511 ft.; change geographical coordinates to 41° 48' 18" N. Lat., 71° 28' 24" W. Long. Filed Aug. 5.

Corpus Christi, Tex.—KEYS-TV Inc. (KEYS) amends application for new TV station on vhf Ch. 10 to specify studio location as corner Hughes and Mesquite Sts., Corpus Christi. Filed Aug. 13.

TV APPLICATIONS DISMISSED

Wasco, Calif.—E. J. Peters granted dismissal of bid for new TV station on uhf Ch. 36. Dismissed Aug. 13.

Columbus, Ga.—Georgia-Alabama Bcstg. Corp. (WGBA) granted dismissal of bid for new TV station on vhf Ch. 4. Dismissed Aug. 25.

Columbus, Ga.—J. W. Woodruff & J. W. Woodruff Jr. d/b as Columbus Bcstg. Co. granted dismissal of bid for new TV station on vhf Ch. 4. Dismissed Aug. 25.

Douglas, Ga.—WDMG Inc. granted dismissal of bid for new TV station on uhf Ch. 32. Dismissed Aug. 18.

Owensboro, Ky.—Owensboro Pub. Co. granted dismissal of bid for new TV station on uhf Ch. 14. Dismissed Aug. 18.

Manchester, N. H.—Union Leader Corp. granted dismissal of bid for new TV station on uhf Ch. 48. Dismissed Aug. 18.

Manchester, N. H.—N. H. Bcstg. Inc. granted dismissal of bid for new TV station on vhf Ch. 9. Dismissed Aug. 25.

Manchester, N. H.—Grandview Inc. granted dismissal of bid for new TV station on uhf Ch. 48. Dismissed Aug. 18.

Roanoke, Va.—Albert S. Polan, et al d/b as Polan Industries granted dismissal of application for new TV station on vhf Ch. 7. Dismissed Aug. 18.

Shorewood, Wis. — Harold R. Murphy tr/as North Shore Bcstg. Co. granted dismissal of bid for new TV station on uhf Ch. 31 at request of attorney. Dismissed Aug. 18.

Existing TV Stations . . .

ACTIONS BY FCC

KAFY-TV Bakersfield, Calif.—Bakersfield Bcstg. Co. granted STA to operate commercially on uhf Ch. 29 for the period ending Aug. 29. Granted Aug. 18; announced Aug. 25.

KHSL-TV Chico, Calif.—Golden Empire Bcstg. Co. granted STA to operate commercially on vhf Ch. 12 for the period ending Nov. 11. Granted Aug. 11; announced Aug. 25.

KMBY-TV Monterey, Calif.—Monterey Radio TV Co. granted STA to operate commercially on vhf Ch. 8 share-time for the period ending Aug. 29. Granted Aug. 19; announced Aug. 25.

KSBW-TV Salinas, Calif.—Salinas Bcstg. Corp. granted STA to operate commercially on vhf Ch. 8 share-time for the period ending Aug. 29. Granted Aug. 19; announced Aug. 25.

KTVU (TV) Stockton, Calif.—San Joaquin Telecasters granted modification of CP for uhf Ch. 36 to change ERP from 145 kw visual, 78 kw aural to 275 kw visual and 148 kw aural; change transmitter location to 10 miles N of Livermore, Calif.; studio location to East end of Ralph Ave., Stockton, Calif.; antenna height above average terrain 1,620 ft. Granted Aug. 18; announced Aug. 25.

KFXD-TV Nampa, Idaho—Frank E. Hurt & Son Inc. at request of station, FCC cancelled STA to operate commercially on vhf Ch. 6 for the period April 17 to Sept. 17. Action Aug. 18; announced Aug. 20.

WCIA (TV) Champaign, Ill.—Midwest TV Inc. granted modification of CP for vhf Ch. 3 to change ERP to 100 kw visual and 50.1 kw aural; completion date 2/25/54. Granted Aug. 17; announced Aug. 25.

WGEM (TV) Quincy, Ill.—Quincy Bcstg. Co. granted STA to operate commercially on vhf Ch. 10 for the period ending Aug. 30. Granted Aug. 20; announced Aug. 25.

WICS (TV) Springfield, Ill.—Plains TV Corp. granted modification of CP for uhf Ch. 20 to change studio location to 523 W. Capitol Ave., transmitter location to 3000 W. 4th St., Springfield; change ERP from 18.2 kw visual, 10.2 kw aural to 17.4 kw visual and 9.33 kw aural; antenna height above average terrain 430 ft. Granted Aug. 19; announced Aug. 25.

WDAK-TV Columbus, Ohio — TV Columbus granted STA to operate commercially on uhf Ch. 28 for the period ending Nov. 11. Granted Aug. 17; announced Aug. 25.

WPMT (TV) Portland, Me.—Portland Telecasting Co. granted STA to operate commercially on uhf Ch. 53 for the period ending Feb. 15, 1954. Granted Aug. 19; announced Aug. 25.

KXLF-TV Butte, Mont.—TV Montana granted STA to operate commercially on vhf Ch. 6 for the period ending Oct. 25. Granted Aug. 17; announced Aug. 25.

KLAS-TV Las Vegas, Nev.—Las Vegas TV Inc. granted STA to operate commercially on vhf Ch. 8 for the period ending Jan. 15, 1954. Granted July 7; announced Aug. 25.

KGGM-TV Albuquerque, N. M.—New Mexico Bcstg. Co. granted STA to operate commercially on vhf Ch. 13 for the period ending Jan. 6, 1954. Granted Aug. 20; announced Aug. 25.

KSWS-TV Roswell, N. M.—John A. Barnett granted modification of CP for vhf Ch. 8 to change ERP from 105 kw visual, 53 kw aural to 115 kw visual and 57.5 kw aural; antenna height above average terrain 900 ft. Granted Aug. 19; announced Aug. 25.

WROW-TV Albany, N. Y. — Hudson Valley Bcstg. Co. granted modification of CP to change transmitter and studio location to Glenwood Road, 1.4 miles NE of Albany city limits, North Greenbush, N. Y.; change ERP to 269 kw visual and 138 kw aural; antenna height above average terrain 450 ft.; completion date 2/15/54. Granted Aug. 20; announced Aug. 25.

WBES-TV Buffalo, N. Y.—Buffalo-Niagara TV Corp. granted STA to operate commercially on uhf Ch. 59 for the period ending Aug. 29. Granted Aug. 19; announced Aug. 25.

WBUF-TV Buffalo, N. Y. — WBUF-TV Inc. granted STA to operate commercially on uhf Ch. 17 for the period ending Jan. 21, 1954. Granted Aug. 14; announced Aug. 25.

WHB-TV Kansas City, Mo.—WHB Bcstg. Co. granted modification of CP for vhf Ch. 9 share-time to change studio location to 200 E. 14th St., No. Kansas City, Mo. Granted Aug. 17; announced Aug. 25.

WENS (TV) Pittsburgh, Pa.—Telecasting Co. of Pittsburgh granted STA to operate commercially on uhf Ch. 16 for the period ending Feb. 9, 1954. Granted Aug. 18; announced Aug. 25.

WCHA-TV Chambersburg, Pa.—Chambersburg Bcstg. Co. granted STA to operate commercially on uhf Ch. 46 for the period ending Jan. 25, 1954. Granted Aug. 19; announced Aug. 25.

KANG-TV Waco, Tex.—Clyde Weatherby tr/as Central Texas TV Co. granted modification of CP for uhf Ch. 34 to change transmitter and studio location to near Lakeair Drive & Bosque Blvd., Waco; increase ERP to 18.6 kw visual and 10 kw aural; antenna height above average terrain 500 ft. Granted Aug. 21; announced Aug. 25.

KWFT-TV Wichita Falls, Tex.—Wichita Falls TV Inc. granted modification of CP for vhf Ch. 6 to change ERP to 5 kw visual and 2.51 kw aural; change description of transmitter site (not a move) to Seymour St., 2.5 miles W of center of Wichita Falls; change studio location to 2.5 miles W of center of Wichita Falls; antenna height above average terrain 450 ft. Granted Aug. 19; announced Aug. 25.

Wheeling, W. Va.—Tri-City Bcstg. Co. granted modification of CP for vhf Ch. 7 to change studio location to 1329 Market St., Wheeling; change ERP to 309 kw visual and 155 kw aural; antenna height above average terrain 590 ft. Granted Aug. 19; announced Aug. 25.

APPLICATIONS

WOCN (TV) Atlantic City, N. J.—Matta Enterprises seeks modification of CP for uhf Ch. 52 to change transmitter and studio location to top of Haddon Hall Hotel; ERP to 24.4 kw visual and 13.2 kw aural; antenna height above average terrain 362 ft. Filed Aug. 17.

WTRI (TV) Schenectady, N. Y.—Van Curler Bcstg. Corp. seeks modification of CP for uhf Ch. 35 to change transmitter location to on Mt. Rafinesque, approx. 2 miles E. of northernmost boundary of Troy, N. Y.; change ERP to 215 kw visual and 112 kw aural; antenna height above average terrain 994 ft. Filed Aug. 18.

KCEB (TV) Tulsa, Okla.—Elford Beck seeks modification of CP for uhf Ch. 23 to change ERP to 171 kw visual and 92.3 kw aural; change transmitter and studio location to on Lookout Mt., 0.3 miles N. of 36th St. and 28th Ave., W., near Tulsa; antenna height above average terrain 668 ft. Filed Aug. 17.

WLBR-TV Lebanon, Pa.—Lebanon TV Corp. seeks modification of CP for uhf Ch. 15 to change transmitter and studio location to on South Mt., approx. 5.7 miles SSE of Lebanon. Filed Aug. 17.

PERMITS DELETED

WKMI-TV Kalamazoo, Mich. — Howard D. Steere. FCC deleted CP for uhf Ch. 36 at request of attorney. Deleted Aug. 17.

KTVW (TV) Wichita Falls, Tex.—White TV Co. FCC deleted CP for uhf Ch. 22 at request of attorney. Deleted Aug. 3.

New AM Stations . . .

ACTIONS BY FCC

Agana, Guam—Radio Guam granted 610 kc, 1 kw unlimited; antenna height 302 ft. Estimated construction cost $18,769, first year operating cost $70,000, revenue $90,000. Principals include President **Harry M. Engel Jr.** (60%), president of KVEN Ventura, Calif.; Treasurer **Phil Berg** (40%), Secretary **William B. Duce,** Beverly Hills (Calif.) attorney, and Vice President **Patricia W. Engel.** Post office address 10307 Calvin Ave., West L. A. Granted Aug. 26.

Murfreesboro, Tenn.—Murfreesboro Bcstg. Co. granted 860 kc, 250 w daytime, antenna 250 ft. Construction $14,875, operating $36,000, revenue $45,000. Partners are **Arthur D. Smith Jr.** (60%), owner of WCDT Winchester, Tenn.; and **T. J. Motlow** (40%). Granted Aug. 26.

APPLICATIONS

LaFayette, Ga.—Fred B. Henry, Joe H. Hall and Ray V. Thurman d/b as Radio LaFayette, 1540 kc, 1 kw daytime. Estimated construction cost $15,650, first year operating cost $30,000, revenue $36,000. Each partner will have ⅓ interest. Mr. Henry is in insurance and real estate and Mr. Hall is 50% owner *Walker County Messenger,* LaFayette. Post Office address P. O. Box 63, LaFayette. Filed Aug. 3.

Burlington, Vt.—WDOT Corp., 1400 kc, 250 w unlimited. Estimated construction cost $18,060, first year operating cost $38,000, revenue $50,000. Principals include President and Treasurer **Val Carter** (81.11%), former employe WJOY Burlington, and **Noe Duchaine** (11.11%), plumbing and heating contractor. Post office address 158 Bank St. Filed Aug. 6.

Pt. Pleasant, W. Va.—Alice B. Hively, Donald E. Kinker and Warren W. Cooper d/b as Hi Kinco Bcstrs., 1590 kc, 1 kw daytime. Estimated construction cost $25,000, first year operating cost $30,000, revenue $36,000. Principals have equal interest in partnership. Alice B. Hively is an auto dealer; W. W. Cooper, salesman, and D. E. Kinker, engineer and announcer WATH Athens, Ohio. Post office address 127 Grosvenor St., Athens. Filed July 21.

APPLICATIONS AMENDED

Grundy, Va. — Virginia-Kentucky Bcstg. Co. amends application for new AM station on 990 kc, 1 kw daytime to specify 1250 kc. Filed Aug. 12.

Clarksville, Tenn.—Aaron E. Robinson tr. as Clarksville Bcstg. Co. amends application for CP for new AM station on 1260 kc, 500 w daytime, to specify 540 kc, 250 w. Filed Aug. 12.

Columbus, Ga.—Muscogee Bcstg. Co. amends application for CP for new AM station on 1570 kc, 1 kw daytime to specify 1540 kc. Filed Aug. 12.

APPLICATIONS DISMISSED

Grand Haven, Mich.—Bob Ross Smith et al. d/b as Okabena Bcstg. Co. FCC dismissed bid for new AM station on 1490 kc, 250 w unlimited. Dismissed Aug. 7.

ALLEN KANDER

Negotiator

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Plymouth, Wis.—G. P. Richards. FCC dismissed bid for new AM station on 1420 kc, 500 w daytime. Dismissed Aug. 7.

Existing AM Stations . . .

ACTION BY FCC

WHUN Huntingdon, Pa.—Joseph F. Biddle Pub. Co. granted application to change from 1400 kc, 250 w unlimited to 1150 kc, 500 w daytime. Granted Aug. 26.

APPLICATIONS

WJAZ Albany, Ga.—James S. Rivers, Doris R. Rivers and Bruse Smith d/b as Radio Station WJAZ seeks CP to increase power from 250 w to 1 kw. Filed Aug. 5.

WLEW Bad Axe, Mich.—Harmon LeRoy Stevens, Herman LeRoy Stevens and John F. Wisner d/b as Port Huron Bcstg. Co. seek CP to change from 1540 kc daytime to 1340 kc unlimited using 250 w power. Filed Aug. 11.

APPLICATION AMENDED

WPXY Punxsutawney, Pa.—Jefferson Bcstg. Co. amends application for modification of CP (to increase power from 500 w to 1 kw) to change frequency to 1300 kc. Filed July 28.

CLASSIFIED ADVERTISEMENTS

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Help Wanted

Managerial

Chief engineer, experienced in all phases of UHF-TV operation, film and microwave, needed for new station in northeastern medium market. Must be capable of assuming maximum responsibility for technical operation. Good pay to start, fine future potential. Apply Box 662X, B•T.

Manager assume full responsibility progressive midwest music and news indie, owner occupied full time with other interests. Consider man of several years proven record who desires to invest or profit sharing plan. Box 663X, B•T.

Manager-salesman, 1 kw daytime station. Independent programming, must have car. Can earn better than $5,000 per year—salary and commission. If interested, write W. E. Farrar, Carrollton, Alabama.

Salesmen

Experienced salesman wanted by 1000 watt independent near Chicago. Guarantee with commission, car allowance. Fine opportunity. Fast growing community. Personal interview required. State age, experience. Box 596X, B•T.

Want to make $10,000 to $25,000 a year? If you have experience in selling radio or TV time, or any other sales promotion—if you are willing to travel extensively throughout the United States, we have a terrific opportunity for you selling radio and TV time in special sales promotion thru local stations. We need topnotch men and women. Liberal drawing account against commissions, plus bonus. Write Box 669X, B•T., giving sales background.

Experienced, "radio-minded" local salesman for 50,000 watt western station. Excellent compensation plan. Send full details first letter to Box 673X, B•T.

Top sports director-salesman. One who can sell or help sell his own topnotch play-by-play games. Sober, dependable. Car necessary. Wire, write Box 698X, B•T.

Happy-go-lucky, yet conscientious salesman-announcer to manage remote studio 18 miles from station. 4,000 population. Good potential and guarantee to start. Iowa. Box 715X, B•T.

WAVE-Radio, NBC, needs an aggressive, experienced radio time salesman. Write Commercial Manager, WAVE-Radio, Louisville 2, Ky.

Help Wanted—(Cont'd)

Salesman. Famous resort area. Established CBS affiliate. Substantial salary, good commission. Permanent position, fine possibilities. KCMJ, Palm Springs, California.

Salesman—go-getter, not ad-taker. Excellent proposition, right man. Drawing account and good commission. KTRC, Santa Fe, New Mexico.

Experienced salesman in good non-competitive market. Good starting salary. Resort area. Contact Sales Manager, WHFB, Benton Harbor, Michigan.

We need a local salesman to work in this ideal southern city of 125,000. Looking for man between 30 and 40 with radio background who wants steady and good living from local sales. Apply only if you believe in radio. Write, with full details, WJXN, Box 786, Jackson, Miss.

Announcers

Florida—$80; 44 hours. Experienced announcer who can also do hillbilly character. Only best voices apply, please. Send tape first letter. Box 561X, B•T.

Combo man wanted for central Pennsylvania AM-FM. You don't have to be a whiz at engineering, but a good basic knowledge will help. Announcing should be diversified in abilities. Post is permanent. 40 hour, 5 day week. Paid vacation. Car necessary. Send tape, resume and starting salary. Box 655X, B•T.

Immediate openings—announcing and engineering staffs. Good salaries to good men. Experience preferred, but not essential. State all information first letter with tape, photo and references. Box 587X, B•T.

Opening in October—for good, strong morning man. Personality with showmanship and ambition to promote self, wanted to take over established popular DJ spot. 1000-watt midwest station can make attractive offer. Send full particulars, tape and photo to Box 613X, B•T.

Announcer. Experience not necessary. Must have suitable voice and willingness to work hard and learn. Good starting salary. Opportunity to advance. Send complete application letter. Box 625X, B•T.

Help Wanted—(Cont'd)

We need a well-rounded newsman with emphasis on ability to cover local and area news. Voice is secondary. Man we want might be buried in a large news department and qualified to build his own department. He will supervise all newscasts and handle two or three personally. Also need experienced play-by-play sports announcer. Both positions permanent in aggressive 5000 watt station dominating the area. Box 644X, B•T.

West Coast Mutual affiliate desires first class experienced combo man. $89 for 43 hour week. Send full details and audition to Box 650X, B•T.

Topflight Michigan network affiliate has opening for experienced man strong on news and commercials. Send details, photo, audition to Box 677X, B•T.

Network station in large southeastern city offers excellent opportunity to man who can do morning show, disc shows, interviews and who can add imaginative efforts to our staff of network radio men. Good salary plus talent. Sales opportunity if desired. Write in confidence to Box 692X, B•T.

Wanted at once! Sportscaster and announcer-engineer. NBC affiliate. Good future for men who know their stuff. Write wire or phone Paul Hayes, KCIL, Houma, La.

Announcer—needed immediately. Want mature, versatile staff man with approximately three years experience. Prefer married man. TV applicant. Rush tape and resume. Bryon Napier, Program Director, KCRC, Enid, Oklahoma.

Progressive daytime independent (music and news indie) wants two experienced announcers immediately, strong on news and commercials, one or both combo, capable of becoming program director. Full details first reply, and audition tape. A. D. Peirce, KFMA, Davenport, Iowa.

Combination man with car. 5000 watt regional station. $75 a week. KJAY, Topeka, Kansas.

Want full time Negro announcer, control board operator. Emphasis spirituals. Send tape, photo, history. KWEM, Box 142, Memphis, Tennessee.

Immediate opening for experienced announcer. Ideal working conditions. Send tape, qualifications and photo to WBRM, Marion, North Carolina.

Experienced DJ. Send tape, photo, experience, references, expected salary to Jim Smith, WHLL, Wheeling, W. Va.

Dependable, good voiced announcer, capable of doing news, DJ and sell commercials. Good working conditions. Send tape and background to Verne Paule, WJPS, Evansville, Ind.

Personality announcer for morning shows plus children's programs and staff work. Good pay, fine future. Background resume, photo, present salary, first letter, Send tape. Harry Weaver, Manager, WOKE, Oak Ridge, Tennessee.

Immediate opening for good announcer, 1000 watt daytime. Send complete details and tape. WTUP, Tupelo, Mississippi.

Technical

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B•T.

Wanted—Central Penna. network affiliate needs engineer. Experience preferred, but not necessary. Studio and transmitter combined. Union scale wages and benefits. Write Box 704X, B•T.

Immediate opening for 1st engineer, preferably announcer. KIRX, Kirksville, Missouri.

Chief engineer. 1000 watt station in southwest; daytime only. Good salary. Experience required. Car necessary. Send photo, references first letter. If good mike man, send tape. KSCB, Liberal, Kansas.

Wanted: first telephone for upstate New York. 40 hour week: start $52.50. Possible advancement to TV affiliate. Get in touch with Chief Engineer, WKAL, Rome, New York-4972.

Engineer, no announcing, for directional antenna AM and FM transmitters. 40 hours Permanent, good conditions. Send photo, full details, Al Scott, WNDB, Daytona Beach, Florida.

Wanted: engineer for AM-TV operation. Union scale. Contact Wallace Wurz, Chief Engineer, WTVH, Peoria, Illinois.

WANTED

TV STATION MANAGER

for long established TV station in one of top fifty markets

Our present Manager is leaving us for personal reasons. This station, which is housed in one of the most modern and fully equipped plants in America, is one of the nation's leading TV stations. Only top-flight, matured and experienced executives need apply. All correspondence will be kept in strictest confidence. In replying give all the information which you would desire if you owned a TV station such as ours and were attempting to select a manager. **Box 708X, B•T.**

Help Wanted—(Cont'd)

Production-Programming, Others

Program and production assistant for southeastern 50 kw. Starting at $65 weekly with opportunity. Send qualifications, references, photo and date available in first letter. Box 653X, B•T.

News-Sports man, experienced in gathering and writing local news, to join topnotch news-sports staff. Top 5 kw midwest station. Send full background, photo, tape. Box 679X, B•T.

Radio copywriter for net affiliate. Good pay and working conditions for experienced commercial continuity writer. Enclose recent photo and references. Some TV work soon. WBCK, Battle Creek, Michigan.

Girl Friday—southeastern small town independent. State's largest, richest agricultural market. Permanent connection, excellent working conditions, good opportunity for advancement. Send all details, including recent picture and required starting salary. Radio Station WCLD, Cleveland, Miss.

Copywriter. Experienced. Send full details. WEOK, Poughkeepsie, New York.

News director: experienced man to pound newsbeat, write and air local news. Some staff announcing. Good voice, personal stability and integrity essential. Top rated southern Illinois 1000 watt regional independent. Send complete resume to Ray Cheney, Manager, WMIX, Mt. Vernon, Illinois.

News editor. Need man who can cover local beat and write local news. Air work if desired but not necessary. Newspaper or radio experience necessary. Send full particulars about yourself rush. WNXT, Portsmouth, Ohio.

Television

Managerial

On or about November 1, 1953, have excellent opportunity for man experienced in all phases of programming, direction and operation of TV station; channel 4 grant in market of 500,000. Must be experienced and capable of training personnel. Full responsibility inside operations in conjunction with our excellent chief engineer. Write Box 689X, B•T.

Film manager to take charge of film department, including auditioning, timing, splicing and editing. Box 712X, B•T.

Announcers

TV announcer. Only channel in major midwest market. Extensive local operation; experience unnecessary if radio background good. Must be strong on commercials. Send tape, photo, resume. Program Director, KVTV, Sioux City, Iowa.

New TV station in choice Springfield, Ill., has openings for engineers. Experience preferred. State wage requirement. Contact Chief Engineer, WICS-TV, Leland Office Bldg., Springfield.

Technical

WPAG-TV has openings for two men, permanent, first phone required. WPAG, Ann Arbor, Michigan.

Situations Wanted

Manager. Good salesman. Independent and network background. First class license. Western states only. Box 533X, B•T.

Managerial

Experienced commercial manager with proven ability to clinch sales for his salesmen. Atlantic coastal states with preferences for Florida because of many years residence. Immediately available. Box 691X, B•T.

Six years experience all phases. Can program and sell. Desire potential earning power not available behind mike. References. Age 30. Box 695X, B•T.

Need experienced manager? Best references. Vernon Ward, WUST, Bethesda, Maryland.

Salesmen

Topnotch salesman, 4 years successful advertising sales, wants TV opportunity. Energetic, personable. Missouri journalism. Veteran. Relocate. Box 686X, B•T.

Announcers

Announcer. Recent broadcasting school graduate. No experience. Third class ticket. Box 544X, B•T.

Situations Wanted—(Cont'd)

Announcer with south indie experience seeks position. Wish to return north. Good worker, steady, sober. Present employer reference. $75 minimum with merit increases. Box 604X, B•T.

Announcer-actor with flair for newscasting. Versatile and experienced. College graduate; draft exempt. Desire Boston or surrounding location. Presently employed as announcer - newscaster with high listener rating. Box 645X, B•T.

Dynamic voice; excel news, commercials. Sincere, authoritative; board knowledge. Resume, tape on resqcest. Box 648X, B•T.

Experienced announcer. Good news and music man, aggressive, capable, dependable, now employed, draft exempt. Seek progressive station in midwest or northeast. Tape, resume. Box 649X, B•T.

High caliber experienced PD, announcer-engineer with first class ticket. Commercial, continuity writing, promotions, special events. References. Box 681X, B•T.

Need an announcer? Good DJ, commercial, news, control board. Sing, play accordian. Tape, references, resume. Limited experience. Box 683X, B•T.

Announcer-M.C. 8 years experience. Married, dependable. Prefer west coast. Box 684X, B•T.

Announcer, 14 months experience, CBS and indie stations. Single, veteran. Graduate radio college. Strong news, DJ. Box 685X, B•T.

Announcer-DJ, Korean vet, college grad, 24, single, ambitious, will travel, wishes situation with future. Experienced in announcing, board, tape recordings, etc. Salary secondary to possibility of advancement. Resume, photo, disc on request. Box 687X, B•T.

Experienced announcer-DJ—news and commercial, five years in network and 50,000 watt independent—desires progressive radio-TV in southwest. Married, veteran. Box 688X, B•T.

Top flight voice, deep and authoritative. Five years behind mike. Age 30. Available October 1st. Box 693X, B•T.

Over five years in radio. Deep voice with authoritative delivery. Dignity, poise. Age 30. Interest—news and commercials. Box 694X, B•T.

South and southwest stations, attention! Five years experience in all phases of station operation, including programming, staff and disc announcing, copywriting and news. No sports. Also interested in TV or AM station with TV CP. Box 696X, B•T.

Stable, reliable, young Negro announcer-DJ with 3rd ticket, single, draft exempt, available now. Box 700X, B•T.

Announcer. 6 years staff, news, sports, DJ. Top delivery. Salary open. Audition, disc. Box 701X, B•T.

Announcer-salesman. 30, married. Excellent potential, ambitious, strong on commercials. Desire sales opportunity with announcing. Will travel. Tape, resume. Box 703X, B•T.

No salary necessary—talent fee only. Expert quiz master, emcee, disc jockey on radio and television. Box 705X, B•T.

Radio-TV newsman for good reliable station in or going TV. Box 706X, B•T.

Staff announcer. Capable, Competent newscaster, three years experience. College grad; navy vet. Box 709X, B•T.

Dependable, versatile veteran. 9 years radio-television experience. Besides staff work, have been TV-AM news editor, sports editor and program director. Available now. Box 714X, B•T.

Combination man, 7 years experience all phases including chief, combo or both. Maintenance. Straight announcing, news, play-by-play football, basketball. Family man, veteran. Permanent south or southwest. PO Box 5883, Camden, Arkansas.

Experienced announcer. Phone evenings after seven. Clarksburg, West Virginia, 4-5261.

Young, versatile, reliable, high potential. Staff, news, DJ, control board. Third class license. Resume, tape. Charles Doll, 907 Clinton St., Hoboken, New Jersey.

Children's programs, news, DJ, announcer, control operator. Vet, 28, married, six months experience, reliable. Desire job with future. Tape, photo, references. Write: Bill Donahue, 1309 Missouri Ave. N. W., Apt. 2, Washington, D. C.

Situations Wanted—(Cont'd)

Former student, radio announcers schools—Texas, Hollywood—desires position deep south. Herbert Durham, Hawthorne Lane, Burlington, N. C. Phone 6-9575.

Colored announcer desires placement. Some experience. Top level references. Information and tape upon request. Charles E. Johnson, 65-26 Parsons Blvd., Apt. 7C, Fresh Meadows, Long Island, New York.

High Potential, reliable, will travel. News, D.J, control board. Resume and tape available. Larry Russell, 22 Bartlett St., Brooklyn 6, N. Y.

Announcers. J. Essaf, all-round staff man, special events, have car. C. Drake, 50, some experience, news, staff man, music background. G. Lewis, colored, staff man, race music, some experience. Pathfinder School of Radio, 737 11th Street, N. W., Washington, D. C. Metropolitan 8-5255.

Technical

Combo with 1st phone desires position in northwest or southwest. I'm married, dependable. Have copywriting, announcing experience and car. Available anywhere on two weeks notice. Box 611X, B•T.

Experienced engineer wishes to relocate. Box 641X, B•T.

Engineer, 20 years studio and transmitter experience construction, maintenance, operation. Former chief. Some TV. Presently employed 50 kw. Prefer midwest. Box 642X, B•T.

Experienced engineer. 1st phone with trained, but untested announcing abilities. Prefer combo spot with growth possibilities around middle west. 30 years old, married, draft exempt. Box 654X, B•T.

Technician. First class license, experienced transmitter, console, remotes, recordings. Box 555X, B•T.

First phone, five years AM-FM, prefer Michigan, consider all. Available immediately. Box 656X, B•T.

Engineer, experienced AM-FM construction, maintenance, studio-remotes recording. Present chief. Box 658X, B•T.

First phone. Family, veteran, 36. Transmitter, studio, remote. Five years same company. References. Prefer transmitter. Car. Box 664X, B•T.

Engineer, first phone, one year experience, transmitter and remotes, available. Box 682X, B•T.

Studio technician thoroughly trained at camera, audio, video, some film. Draft exempt. Will relocate. Resume on request. Box 702X, B•T.

Chief engineer. Twenty years broad experience, several as chief, Handle any installation. Box 707X, B•T.

Engineer, first phone, 5 years experience, desires permanent straight engineering job. Box 711X, B•T.

Production-Programming, Others

Program director-announcer, writer, director. Top man. Knows radio. Excellent background. Successful record. Box 531X, B•T.

Two for one. Unique programming, sports domination. Program-sports director. Box 581X, B•T.

Newsman; 3 years experience; BJ degree. Polio victim in 1930. Car, braces, crutches, Box 631X, B•T.

Program manager with 30 years experience in every phase of programming including production, direction, writing and announcing, wants to locate in medium-size community. Salary less important than permanent connection in pleasant surroundings. Box 632X, B•T.

Executive producer. Thirteen successful years in network and local television, radio and films. Top reputation as idea man. Create low budget, effective local programming. Proven executive ability. Experienced in all phases of medium. Interested in program management or radio-TV department of live agency. Box 643X, B•T.

Program director. Experienced in announcing, newscasting, administration; first class license; college degree; married. Box 657X, B•T.

Topflight news director. Wide experience in gathering and writing news, interviewing nationally prominent people. Desire position in metropolitan area. Best of references. Box 661X, B•T.

(Continued on next page)

Situations Wanted—(Cont'd)

Production-Programming, Others

News-special events-public affairs. 10 years radio-TV as writer, editor, announcer, producer. 28, employed, married. Seeking position with potential. Box 671X, B•T.

News director of midwestern indie wants change. Cannot work for a lush. College grad, five years experience. Quote possibilities. I'll audition. Box 672X, B•T.

Program director. Executive producer one of America's top 5 stations. Excellent references. Box 674X, B•T. Some TV.

Looking for woman experienced in continuity, programming, production, administration? Proven success in air work, writing copy that sells, working under pressure, assuming responsibility. Northern location preferred. Box 675X, B•T.

Experienced news editor, college graduate, to build and handle local coverage. Can also take over station promotion and publicity. Box 697X, B•T.

Television

Managerial

Television experienced TD 15 years leading major network. In field over 20 years. Licensed; demonstrated executive ability. Excellent references. Reply Box 583X, B•T.

Announcers

TV announcer-producer, 4 years TV, 7 years radio, now employed TV, seeking smaller midwest community. Married. Box 640X, B•T.

Top quality audio, video and experience. 6 years TV (8 radio). Interested only permanency with opportunity any large market (no south). Starting total minimum, $150. Box 699X, B•T.

Technical

TV chief engineer, experienced in construction, installation ond operation of TV, seeking better position. Family man. Excellent references. Personal interview. Box 660X, B•T.

Production-Programming, Others

TV director. Six years experience in major eastern market. Fully experienced all phases production, remote and studio. Still employed same station. References and resume on request. Box 610X, B•T.

Art director. 18 years commercial design, production all visual media. Employed supervisory capacity. Seeks TV or agency position. Box 659X, B•T.

Employed radio news director wants TV opportunities. Five years in AM plus college degree. $400 base. Conditions must be good. Box 670X, B•T.

Program manager or assistant station manager. Broad radio background, administrative and TV experience, AB and LLB degrees. Box 680X, B•T.

Experienced. Two years TV production operations major N. Y. network. Able to produce, direct, willing to sell. Married veteran. Best references. Box 713X, B•T.

Graduate TV production school. Six years experience motion picture production. PO Box 27638, Hollywood 27, Calif.

Profitable TV operation requires successful film management. For experienced guidance of your program, film and operations departments, write H. Wegbreit, 71 St. Marks Place, New York 3, N. Y.

For Sale

Stations

For sale: Midwest functional music station serving 1,700,000 population area. Music service via FM carrier, completely controlled from modern air conditioned studio. Commercial spots throughout day. Night all commercial from 6:00 to sign off. Functional music installations now operating under annual contracts, with potential of several hundred. Will sell on contract with low initial payment. Opportunity to get into radio and functional music business or add another valuable property to your present broadcasting activities under favorable investment conditions. Buyer must demonstrate financial responsibility. Replies confidential. Box 710X, B•T.

For Sale—(Cont'd)

Southwest 250, indie, daytime. Excellent potential, single market. 51%, $14,000 cash or $10,000 down—$5,000 terms. Box 536X, B•T.

West Coast. Exclusive in fine agricultural town. Volume over $80,000. Needs $40,000 down. Box 646X, B•T.

Want to purchase "hard time" station in good, small or medium market in south. Send station facts and terms to Box 668X, B•T.

Equipment, etc.

Tower bargain—375 foot self-supporting tower with bolts, insulators, automatic lighting, et al. Now stored—ready to ship anywhere. Priced for quick sale at $11,000. Ideal for UHF-FM-AM. Wire Box 477X, B•T.

DuMont T 124-E dual image orthicon camera chains. Like new, complete. Firm price $22,500 per chain. Immediate delivery. Principals only. Box 508X, B•T.

RCA FM pylon, 4-section heavy duty, type 14D. Designed for mounting TV antenna. Make offer. Box 667X, B•T.

Almost new PT-6J Magnecorder. Has been used less than 6 hours. Only two months old. Buyer will receive full warranty period. Priced at $550. Write Roland Hundley, KFSA-TV, PO Box 569, Fort Smith, Arkansas.

RCA 73-B professional recorder, Langevin 119-A Proger. Excellent condition. KGA, Spokane, Washington.

Forced sale: liquidated equipment of radio station WFDR, New York, in use two years. RCA, Presto, Fairchild, Scott, etc. Send for printed list to Gotham Recording Corp., 2 West 46th Street, New York 36, N. Y.

Towers: 152' Lehigh, galvanized, self-supporting, non-insulated, heavy duty, new $1200. 50' Ideco, galv. For beacon or TV. Make offer. Co-axial: 3⅛", 51.5 ohm, 260'—$2/foot. 1⅝", 51.5 ohm, 280'—$1/foot. Also fittings. Hartenstine-Zane Co., 225 Broadway, N. Y. C.

New GE 3 kw FM amplifier and rectifier. Best offer. H. Layman, 316 West Verde Ave., Phoenix, Arizona.

Ampex model 401 rack mount demonstrator, one only. Like new. $795 fob Radio Engineering Company, 908 Kansas, Topeka, Kansas.

Wanted to Buy

Stations

Want to purchase "hard-luck" 250 watter—small or medium market. Send particulars and terms to Box 484X, B•T.

Equipment, etc.

Used 500 watt or 2 kw channel 2 transmitter and other studio and transmitter gear. Box 453X, B•T.

1 or 2 standard make turntables with long playing heads if possible. State price, age, etc. 50 ohm mikes. Box 665X, B•T.

RCA 16 mm projectors, film camera and control. Wm. C. Grove, KFBC-TV, Plains Hotel, Cheyenne, Wyoming.

Used 1000 watt transmitter (AM). State price, age, model and dimensions. WALM, Albion, Michigan.

Studio consolette Gates 52CS or similar, must be in good condition. WHAK, Rogers City, Michigan.

Minneapolis radio station interested in good used radio equipment. Studio consoles. Presto disc recorders and associated amplifier, Ampex tape recorders, line amplifiers—RCA, monitoring amplifiers—RCA, remote amplifiers—RCA, and other associated equipment. Send list of equipment, prices and history to WTCN-Radio, West Lake Street at Dean Blvd., Minneapolis, Minnesota.

Wanted: Used professional disc recording equipment for educational project. Dr. George Kisker, Univesrity of Cincinnati, Cincinnati, Ohio.

Miscellaneous

F.C.C. licenses quickly by correspondence. Also, new 8-weeks resident class begins September 14. Grantham School of Electronics, 6064 Hollywood Blvd., Hollywood, California.

FCC first phone licenses in 4-weeks. Original course, long standing, reputable. Check Bill Ogden's display ad on this page.

Help Wanted

Television

Technical

Experienced TV engineers — **WANTED IMMEDIATELY**

New station in sunny Florida. $65 per week. Resume, references first letter.

Box 690X, B•T

Situations Wanted

Production-Programming, Others

RUDY BRETZ
VISITING CONSULTANT
TV STAFF TRAINING (Basic or advanced)
PROGRAMMING, PRODUCTION, OPERATIONS
Directing, Camerawork, Film, Lighting, Artwork, etc.
TV Production Specialist for 14 Years
Brochure sent on request — **Croton on Hudson New York**

Technical

CHIEF ENGINEER—AM-TV

Engineering Supervisor at large Shortwave installation in Europe returning to United States. Eleven years experience in AM-FM-TV. TV experience with major network. Available September 16th. Box 651X, B•T.

For Sale

FOR SALE
RCA Field Sync Generator
GE Film Camera
Both nearly new.
Contact Chief Engineer
KGUL-TV
Galveston, Texas

QUALITY FILM COMMERCIALS
priced for the
Low Budget Client
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STOP-MOTION . . . . SCENE-ACTION . . . TALENT
SILENT . . . "SOUND-OVER" . . . "LIP-SYNC"
SEND US YOUR STORY-BOARDS FOR "QUOTES"
CENTRAL TELEFILMS, Inc., 810 N. Sheridan PEORIA, ILL.

Wanted to Buy

Equipment, etc.

Wanted to Buy! Television Equipment
½ to 5 kw Transmitter
450 foot tower and
6 bay radiator
All equipment adaptable for VHF high band
State condition, length of use and price for quick sale
Write Box 676X, B•T

WTKM Ft. Atkinson, Wis. — **Kettle-Moraine Bcstg. Co.** amends application for CP (to reduce power from 500 w to 250 w and move transmitter and studio location from Hartford to Ft. Atkinson, Wis.) to change transmitter and studio location to on Wisconsin State Hwy. 106, 1 mile east of city limits of Ft. Atkinson. Filed Aug. 28.

Existing FM Stations . . .

STATIONS DELETED

WFAM (FM) Lafayette, Ind. — **WFAM Inc.** granted authority to cancel license and delete FM station on Ch. 236. Deleted Aug. 18; announced Aug. 25.

WSJS-FM Winston-Salem, N. C.—Piedmont Pub. Co. Upon request, FCC cancelled license and deleted FM station on Ch. 281. Deleted Aug. 18; announced Aug. 25.

KYW-FM Philadelphia, Pa.—Westinghouse Radio Stations Inc. granted authority to delete FM station on Ch. 223. Deleted Aug 18; announced Aug. 25.

Ownership Changes . . .

ACTION BY FCC

KRTV (TV) Little Rock, Ark.—Little Rock Telecasters Inc. granted acquisition of positive control by Rowley-Brown Bcstg. Co. (KWFT-AM-FM-TV Wichita Falls, Tex.) through purchase of 50% interest from Donald W. Reynolds for $52,500. Principals include Kenyon Brown (33⅓%), E. H. Rowley (16⅔%), J. H. Rowley (33⅓%) and Agnes D. Rowley (16⅔%). Granted Aug. 26.

APPLICATIONS

KWKW-AM-FM Pasadena, Calif.—Southern California Bcstg. Co. seeks voluntary assignment of license to Marshall S. Neal and Edwin Earl d/b as Southern California Bcstg. Co. through sale of 33⅓% interest by M. B. Buhlig, individually and as personal representative of Paul Buhlig, for $32,750. Mr. Neal will now own 83⅓% interest. Filed Aug. 10.

KFEL-AM-FM Denver, Colo.—Eugene P. O'Fallon seeks voluntary transfer of control through transfer of 97.86% of stock to Eugene O'Fallon Trust: Eugene P. O'Fallon Jr., Martin J. O'Fallon and Eugene P. O'Fallon, trustees. Filed Aug. 5.

WTIX New Orleans, La.—Royal Bcstg. Corp. seeks voluntary assignment of license to Mid-Continent Bcstg. Co. (KOWH Omaha, Neb.) for $25,000. Principals are President-Treasurer Robert H. Storz (60%), banking, insurance and manufacturer of malt beverages, and Vice President-Secretary Todd Storz (40%), manufacturer of advertising displays. Filed Aug. 10.

KLEA Lovington, N. M.—David R. Worley and Bruce C. Zorns d/b as Prosperity Land Bcstg. Co. seeks voluntary assignment of license to David R. Worley through sale by Mr. Zorns of 50% interest for $10,000. Mr. Worley will now own 100%. Mr. Worley owns 20% of KTNM Tucumcari, N. M., and is vice president and 20% stockholder of KDAV Lubbock, Tex. Filed Aug. 6.

KBIM Roswell, N. M.—Theodore Rozzell, William Paul Brown and Vernon Newton Hughes d/b as Radio Station KBIM seek voluntary assignment of license to William Paul Brown, Paul F. Jergins and Vernon Newton Hughes d/b as Radio Station KBIM through sale of 45% interest for $8,500 by Mr. Rozzell to Paul F. Jergins, employe of Santa Fe R.R. Filed Aug. 10.

WNCA Siler City, N. C.—William M. Wren, F. N. Justice, H. E. Stout, B. L. Spence and James E. Spence Jr. d/b as Chatham Bcstg. Co. seeks voluntary assignment of license to William M. Wren, F. N. Justice and H. E. Stout d/b as Chatham Bcstg. Co. Due to previous business commitments the Spence brothers release all their interest. Remaining partners will each own ⅓ interest. Filed July 28.

Hearing Cases . . .

Little Rock, Ark.—Arkansas Bcstg. Co. (KLRA) granted petition for dismissal without prejudice of its bid for new TV station on vhf Ch. 11. Action Aug. 24; announced Aug. 26.

WGAA Cedartown, Ga.—Timm Inc. granted petition for dismissal without prejudice of its application to change from 1340 kc, 250 w to 980 kc, 1 kw. Action Aug. 18; announced Aug. 20.

TV Allocation—Harlan, Ky. FCC by report and order finalized proposed rule making amending table of TV channel assignments to delete uhf Ch. 36 from Harlan, Ky., and add uhf Ch. 37 plus to that city. Action Aug. 19; announced Aug. 20.

Grand Rapids, Mich.—W. S. Butterfield Theatres Inc. granted petition for dismissal without prejudice of its bid for new TV station on uhf Ch. 23. Action Aug. 18; announced Aug. 20.

Atlantic City, N. J.—Garden State Bcstg. Co. granted petition for dismissal of its application for new AM station on 1490 kc, 250 w unlimited. Action Aug. 18; announced Aug. 20.

Erie Pa.—Civic TV Inc. granted petition for dismissal without prejudice of its bid for new TV station on uhf Ch. 35. Competitive application of Great Lakes TV Co. was retained in hearing. Action Aug. 24; announced Aug. 26.

Detroit, Mich.—New TV, uhf Ch. 50. FCC scheduled hearing in Washington on Sept. 25 competitive applications of WJLB and Woodward Bcstg. Co. for new TV station on uhf Ch. 50. Comr. Bartley dissented. Action Aug. 26.

Philadelphia, Pa.—New TV, uhf Ch. 17. FCC scheduled hearings in Washington on Sept. 25 competitive applications of WJMJ and Southern Jersey Bcstg. Co. for new TV station on uhf Ch. 17. Comr. Bartley dissented. Action Aug. 26.

Baltimore, Md.—New TV, uhf Ch. 18. FCC scheduled hearing in Washington on Sept. 25 competitive applications of Chesapeake TV Bcstg. Inc. and Baltimore Radio Show Inc. for new TV station on uhf Ch. 18. Comr. Bartley dissented. Action Aug. 26.

Detroit, Ferndale, Mich.—New TV, uhf Ch. 62. FCC scheduled hearing in Washington on Sept. 25 competitive applications of WEXL Ferndale, Knight Newspapers Inc. and UAW-CIO Bcstg. Corp. of Mich. for new TV station on uhf Ch. 62. Comr. Bartley dissented. Action Aug. 26.

Philadelphia, Pa.—New TV, uhf Ch. 23. FCC scheduled hearing in Washington on Sept. 25 competitive applications of WPWA and WIBG for new TV station on uhf Ch. 23. Comr. Bartley dissented. Action Aug. 26.

Roanoke, Va.—New TV, vhf Ch. 7. FCC scheduled hearing in Washington on Sept. 25 competitive applications of WDBJ and Radio Roanoke Inc. for new TV station on vhf Ch. 7. Comr. Bartley dissented. Action Aug. 26.

Cheboygan, Mich—New AM, 1240 kc. FCC designated for consolidated hearing applications of Straits Bcstg. Co. and Midwestern Bstg. Co. for new AM stations on 1240 kc, 250 w unlimited. Action Aug. 26.

OTHER ACTIONS

TV Allocation—Fayetteville, W. Va., vhf Ch. 4; Wilmington, N. C., vhf Ch. 3. FCC proposed rule making on petition of Robert R. Thomas Jr., Oak Hill, W. Va., of July 21 to assign vhf Ch. 4 to Fayetteville and amend the offset carrier requirement on this channel reserved for educational use at Chapel Hill, N. C., to plus; and on petition Fayette Assoc. Wilmington, N. C., of Aug. 6 to assign vhf Ch. 3 minus to Wilmington. In this connection, the notice of proposed rule making adopted July 8 involving petition of Daily Telegraph Printing Co., Bluefield, W. Va., (to assign vhf Ch. 6 to Bluefield by substituting vhf Ch. 4 for vhf Ch. 6 in Beckley and move the Zone 1 line to include all of W. Va.) and petition of High Point Enterprise Inc., High Point, N. C. (to assign vhf Ch. 6 to High Point by substituting vhf Ch. 4 for vhf Ch. 6 at Beckley, W. V., and vhf Ch. 3 for vhf Ch. 6 at Wilmington, and move Zone 1 line to include all of W. Va.) is amended to include the Thomas and Fayette petitions. These four petitions are mutually exclusive. Comments on the above proposal may be filed on or before Sept. 23. Action Aug. 19; announced Aug. 20.

TV Allocation—Montgomery, Ala. FCC proposed rule making on petition of Charles A. Casmus Jr., Montgomery, Ala., of Aug. 3, to assign either (a) vhf Ch. 8 to Montgomery by changing assignment to West Point, Miss. from vhf Ch. 8 to vhf Ch. 4, or (b) vhf Ch. 3 to Montgomery by changing the assignment to Pensacola, Fla., from vhf Ch. 3 to vhf Ch. 2. Comments on the above proposal may be filed on or before Sept. 23. Action Aug. 19; announced Aug. 20.

WKNK Muskegon, Mich—N-K Bcstg. Co. FCC ordered Nicholas William Kuris and Gladys Kuris d/b as N-K Bcstg. Co. to show cause why an order of revocation of station license should not be issued for violation of Communications Act and Commission rules by permitting WKNK to be operated by unlicensed and unqualified operators, failure to light antenna tower and maintain beacon light and other violations. FCC ordered parties to inform the Commission, within 10 days after receipt of order, of appearance at hearing in Washington on Sept. 24, in order to determine whether revocation order should be issued. Action Aug. 20; announced Aug. 21.

TV Allocation—Carthage, N. Y., vhf Ch. 7. FCC on its own motion proposed rule making to add vhf Ch. 7 minus to Carthage, N. Y., and amend offset carrier requirements on this channel in Calais, Me., to minus. Comments on the above proposal may be filed on or before Sept. 23. Action Aug. 19; announced Aug. 20.

NARBA Notifications . . .

FCC has issued the following changes, proposed changes and corrections in the assignments of foreign broadcast stations following notification by the respective countries pursuant to provisions of the North American Regional Broadcasting Agreement. Listing includes call letters, location, power, hours of operation, class of station and commencement date.

REPUBLIC OF CUBA

Change List No. 6, July 25, 1953

540 kc

CMDQ Victoria de las Tunas, Oriente, 1 kw, unlimited, directional night. Class II. 1-25-54.

Routine Roundup . . .

August 20 Decisions

ACTIONS ON MOTIONS

By Commissioner E. M. Webster

WNOW York, Pa., The Helm Coal Co.—Granted petition for leave to amend its application (Docket 10226; BP-8229) so as request taller ant., change ant. location, add top-loading to new ant. and application as amended, was removed from hearing docket; dismissed petition insofar as it requested grant pursuant to Sec. 1.373(g) of Commission's rules and regulations.

WHLM Bloomsburg, Pa., Bloom Radio—Granted petition for leave to amend its application (Docket 10584; BP-8494) for purpose of setting forth result of certain field intensity measurements.

KWRE Warrenton, Mo., W. T. Zimmerman—Granted petition for acceptance of his late filing of appearance re applications of Southern Baptist College (KRLW), Walnut Ridge, Ark., et al. (Docket 10547 et al.).

By Hearing Examiner Annie Neal Huntting

Southern Television Company of Baton Rouge, Inc., Baton Rouge, La.—By Memorandum Opinion and Order granted petition for reconsideration of order of July 27, 1953, filed on Aug. 6, 1953, and, upon reconsideration, petitions to amend, filed by Southern on July 3, 7 and 15, 1953, insofar as they were denied by order of July 27, 1953, were granted, and remaining amendments were accepted (Docket 10551; BPCT-1673) (Action 8/19).

Great Lakes Television Co., Erie, Pa.—Granted petition for leave to amend its TV application to change minimum hours of operation and in various other respects (Docket 10612; BPCT-1286) (Action 8/17).

By Hearing Examiner Benito Gaguine

Ordered that testimony and evidence will be received in proceeding re application of John Poole Bcstg. Co. (KBIG), Avalon, Calif. (Docket 10536; BL-4897) on Oct. 5, 1953, in Washington, D. C. Taking of measurements will begin Sept. 14, 1953.

By Hearing Examiner Elizabeth C. Smith

Ziva Ray Brown, Huntington Beach, Calif.—Denied request for postponement of hearing in proceeding re his application for renewal of Radio-telegraph First Class Operator License T-12-1097 (Docket 9187); hearing will be held as presently scheduled at Los Angeles, Calif., on Aug. 21, 1953.

By Hearing Examiner William G. Butts

Radio Paging Co., Mt. Wilson, Calif.—Granted

Miscellaneous

TV APPLICANTS - LICENSEES

You have
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Engineering consultants—
NOW you can have EXPERIENCED

PROGRAM - PUBLICITY CONSULTANT

Write Box 626X, B•T for prospectus and references

3-WEEK TV OPERATION COURSE

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TV—Reservations now being accepted for low-price, concentrated TV operational course, starting soon. Limited enrollment per class. Actual operation of modern equipment in modern studios.

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FCC Licenses—Enrolling now for Sept. and Nov. classes. One-price course with guarantee. More than 1,000 successful students since 1946. Often copied, never equalled. 4-week course.

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THE BEST IN COMPLETE

ERECTION OF TOWERS

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motion for continuance of further hearing, which was scheduled for Aug. 17, 1953, until Sept. 7, 1953, in Washington, D. C., re its application for CP for one-way signaling station in Domestic Public Land Mobile Radio Service (Docket 10430 et al.).

By Hearing Examiner H. B. Hutchison

Notice is given of further hearing re applications of The Radio Station KFH Company, Wichita, Kan. (Docket 10259; BPCT-698 et al.) on Sept. 9, 1953, in Washington, D. C.

By Hearing Examiner Thomas H. Donahue

Arkansas Radio & Equipment Co., Little Rock, Ark.—On Examiner's own motion, continued to Sept. 17, 1953, hearing date in this proceeding on protest in Docket 10620; BPCT-810.

By Hearing Examiner Herbert Sharfman

Ridson Inc., Superior, Wis.; Lakehead Telecasters Inc., Duluth, Minn.—Ordered that further hearing in this proceeding for CP's for new TV stations on Ch. 6 be scheduled for Sept. 1, 1953, in Washington, D. C. (Docket 10291; BPCT-728; Docket 10292; BPCT-981) (Action 8/18).

Notice is given of hearing conference on Sept. 4, 1953, in proceeding re applications of **Independence Bcstg. Co.** and **Delaware Bcstg. Co.**, for new TV stations on Ch. 83 in Wilmington, Del. (Dockets 10632; 10633) (Action 8/12).

By Hearing Examiner Fanney N. Litvin

Stark Telecasting Corp., Canton, Ohio—Granted petition for leave to amend its TV application so as to make certain minor changes in rated power capacity of proposed trans., transmission line loss and ant. gain.

By Commissioner E. M. Webster

KALM Alton, Mo., Robert Neathery—Dismissed as moot application of KALM for additional time to complete construction of a new standard broadcast station at Alton, Mo. (Docket 10596; BMP-6092).

August 21 Decisions

BY COMMISSION EN BANC

Satellite Operation

KPFA (FM) Berkeley, Calif., Pacifica Foundation—Was advised by letter: "The Commission, this day, has considered your request, submitted June 24, 1953, for special temporary authority for operation of a satellite FM broadcast transmitter in Berkeley, California, duplicating on another channel the programs transmitted by KPFA for the benefit of a portion of the KPFA audience presently unable to receive a satisfactory signal due to multipath reception problems.

"Special temporary authority may be granted for the operation of a station for a limited period of time. Your request does not indicate that the contemplated operation of the satellite transmitter is to be of a temporary nature; rather, it appears that no other means appear feasible to solve the multipath distortion problems and that operation of the satellite transmitter may be of a permanent nature. The Commission therefore has denied your request for special temporary authority for operation of the satellite transmitter. However, as indicated below it may be possible for your organization to acquire an authorization to operate the desired facilities on a permanent basis.

"Although your organization is authorized to operate in the commercial portion of the FM band, it may be possible for your organization to qualify as a noncommercial educational organization and as such to operate stations in the noncommercial educational FM broadcast band. On such a basis it may be possible for the Commission to find that operation by your organization of one noncommercial educational station and one commercial station (the existing facility) would not conflict with the rules. Also it might be possible for the Commission to find that your organization could operate not one but two noncommercial educational FM stations without being in conflict with existing rules.

"In the event that you may not qualify as a noncommercial educational organization you can petition the Commission to institute a rule making proceeding designed to amend the Commission's FM Multiple Ownership Rules (Section 3.240) in such a manner as to permit your organization to operate in the manner described in your petition."

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THE PROFESSIONAL TAPE RECORDER

- Unexcelled realistic brilliance and high fidelity.
- Preferred by radio engineers 3 to 1 for broadcasting.
- Frequency response flat from 50 — 15,000 cps ± 2 db.
- Conversion kits quickly adapt your equipment for all special purposes.

For demonstration, see your Classified Telephone Directory under "Recorders," or write

Magnecord, INC.

Dept. B-8B • 225 West Ohio Street, Chicago 10, Illinois

August 21 Applications

ACCEPTED FOR FILING

License to Cover CP

WBKY (FM) Beattyville, Ky., U. of Kentucky—License to cover CP (BRED-225) which authorized changes in licensed station (BLED-91).

Modification of CP

WSB-TV Atlanta, Ga., Atlanta Newspapers Inc.—Mod. CP (BMPCT-573) which authorized changes in existing station, for extension of completion date to 21/7/53 (BMPCT-1317).

WAGA-TV Atlanta, Ga., Storer Bcstg. Co.—Mod. CP (BPCT-1436) which authorized changes in existing station, for extension of completion date to 11/7/53 (BMPCT-1318).

WEEK-TV Groveland Twp., Ill., West Central Bcstg. Co.—Mod. CP (BPCT-701) as mod. which authorized new station, for extension of completion date to 10/27/53 (BMPCT-1319).

WFAM-TV Lafayette, Ind., WFAM Inc.—Mod. CP (BPCT-753) which authorized new station, for extension of completion date to Jan. 1954 (BMPCT-1322).

KROC-TV Rochester, Minn., Southern Minnesota Bcstg. Co.—Mod. CP (BPCT-796) which authorized new station, for extension of completion date to 1/15/54 (BMPCT-1301).

WNBT (TV) New York, NBC Inc.—Mod. CP (BPCT-1020) which authorized changes in existing station, for extension of completion date to 12/23/53 (BMPCT-1321).

WHIO-TV Dayton, Ohio, Miami Valley Bcstg. Corp.—Mod. CP (BPCT-890) as mod., which authorized changes in existing station, for extension of completion date to 3/11/54 (BMPCT-1316).

WFMJ-TV Youngstown, Ohio, The Vindicator Printing Co.—Mod. CP (BPCT-259) as mod., which authorized new station, for extension of completion date to 3/11/54 (BMPCT-1320).

Remote Control

Following stations request to operate transmitter by remote control:

KATE Albert Lea, Minn., Albert Lea-Austin Bcstg. Co. (BRC-153); KOVC Valley City, N. D., KOVC Inc. (BRC-154); WHAT Philadelphia, Pa., Independence Bcstg. Co. (BRC-152).

Renewal of License

Following stations request renewal of license:

WSIC-FM Statesville, N. D., Statesville Bcstg. Co.; WAJC (FM) Indianapolis, Ind., Butler U. (BRED-91); KGLU Safford, Ariz., Gila Bcstg. Co. (BR-970); KARM Fresno, Calif., KARM, The George Harm Station (BR-954); KGST Fresno, Calif., Delle Bcstg. Co. (BR-2263); KGER Long Beach, Calif., John Brown Schools of Calif. Inc. (BR-11); KXOA Sacramento, Calif., Sacramento Bcstrs. Inc. (BR-1217); KCOL Fort Collins, Colo., The Northern Colo. Bcstg. Co. (BR-1483); WAMS Wilmington, Del., Wilmington Tri-State Bcstg. Co. (BR-1981); WLAK Lakeland, Fla., Lakeland Bcstg. Corp. (BR-884); KLER Lewiston, Idaho, Cole E. Wylie (BR-2832); WNMP Evanston, Ill., Evanston Bcstg. Co. (BR-1914); WPRS Paris, Ill., Paris Bcstg. Corp. (BR-2624); WMBD Peoria, Ill., WMBD Inc. (BR-595); WTTS Bloomington, Ind., Sarkes Tarzian Inc. (BR-2240); KCIM Carroll, Iowa, Carroll Bcstg. Co. (BR-2530); KCBC Des Moines, Iowa, Majestic Bcstg. Co. (BR-1812); KMLB Monroe, La., Liner's Bcstg. Station Inc. (BR-790); WSAR Fall River, Mass., The Fall River Bcstg. Co. (BR-198); KSUM Fairmont, Minn., Fairmont Bcstg. Co. (BR-2445); KCRV Caruthersville, Mo., Permiscot Bcstrs. (BR-2435); KXLF Butte, Mont., KGIR Inc. (BR-752); KBIM Roswell, N. M., Radio Station KBIM (BR-2827); WGIV Charlotte, N. C., Charlotte Radio & TV Corp. (BR-1913); WBIG Greensboro, N. C., North Carolina Bcstg. Co. (BR-459); WCLT Near Newark, Ohio, The Advocate Printing Co. (BR-2201); WJEL Springfield, Ohio, Champion City Bcstg. Co. (BR-1624); KSLM Near Salem, Ore., Oregon Radio Inc. (BR-832); WACB Kittanning, Pa., Armstrong County Bcstg. Corp. (BR-2222); WCSC Charleston, S. C., WCSC Inc. (BR-783); WDEF Chattanooga, Tenn., WDEF Bcstg. Co. (BR-2014); WDBL Springfield, Tenn. (BR-2494); KFYN Bonham, Tex., Bonham Publishing Co. (BR-2054); KCOH Houston, Tex., Call of Houston Inc. (BR-2109); KRIG Near Odessa, Tex., Oil Center Bcstg. Co. (BR-1287); KOGT Orange, Tex., Sabine Area Bcstg. Corp. (BR-1959); KLO Ogden, Utah, Interstate Bcstg. Corp. (BR-131); WWSR St. Albans, Vt., Vt. Radio Corp. (BR-1122); KELA Centralia, Wash., Central Bcstg. Corp. (BR-949); KRKO Everett, Wash., The Everett Bcstg. Co. (BR-56); KUJ Walla Walla, Wash., KUJ Inc. (BR-69); WHLL Wheeling, W. Va., Wheeling Bcstg. Co. (BR-2406); WEIR Weirton, W. Va., The Tri-State Bcstg. Co. (BR-2553); WRAC Racine, Wis., WRAC Inc. (BR-2470).

APPLICATIONS RETURNED

Transfer of Stock

WITY Danville, Ill., Vermilion Bcstg. Corp.—Voluntary transfer of permittee corp. through sale of 24.8% of stock by John B. Caraway Jr. to the corp.

AM—1480 kc

Queen City Bcstg. Co., Charlotte, N. C.—CP for new standard broadcast station to be operated on 1480 kc with power of 1 kw and daytime hours of operation.

August 24 Applications

ACCEPTED FOR FILING

Modification of CP

WWLP (TV) Agawam, Mass., Springfield Television Bcstg. Corp.—Mod. CP (BPCT-955) as mod., which authorized new station, for extension of completion date to 11/1/53 (BMPCT-1323).

WJON-TV St. Cloud, Minn., Granite City Bcstg. Co.—Mod. CP (BPCT-1227) which authorized new station, for extension of completion date (BMPCT-1324).

WHCU-TV Ithaca, N. Y., Cornell U.—Mod. CP (BPCT-534) which authorized new station, for extension of completion date to 4/1/54 (BMPCT-1332).

WRAK-TV Williamsport, Pa., WRAK Inc.—Mod. CP (BPCT-521) which authorized new station, for extension of completion date to 3/1/54 (BMPCT-1167).

Remote Control

WSGN-FM Birmingham, Ala., The Jemison Bcstg. Co.—301-A, operation by remote control (BRCH-51).

WHAT-FM Philadelphia, Pa., Independence Bcstg. Co.—301-A, for remote control operation (BRCH-50).

Renewal of License

Following stations request renewal of license:

WUOM (FM) Ann Arbor, Mich., The Regents of the U. of Mich. (BRED-21); WSPC Anniston, Ala., Model City Bcstg. Co. (BR-2328); WDOV Dover, Del., Del. State Capital Bcstg. Corp. (BR-2245); WTVH Creve Coeur, Ill., Hilltop Bcstg. Co. (BR-1549); WBCM Bay City, Mich., Bay Bcstg. Co. (BR-312); WIL St. Louis, Mo., Mo. Bcstg. Corp. (R-637); WHOM New York, N. Y., Atlantic Bcstg. Co. (BR-170); WVOT Wilson, N. C., Wilson Radio Co. (BR-1987).

APPLICATIONS RETURNED

Renewal of License

Following stations request renewal of license:

KUBA Yuba City, Calif., Peach Bowl Bcstrs. Inc. (BR-2125); WBIS Bristol, Conn., The Bristol Bcstg. Corp. (BR-2171); KFJM Grand Forks, N. D. (BR-657); KSWO Lawton, Okla., Okla. Quality Bcstg. Co. (BR-1123).

August 25 Decisions

BY BROADCAST BUREAU

Actions of August 21

Granted License

WKAI Macomb, Ill., The Macomb Bcstg. Co.—Granted license covering change in trans. location (BL-5087).

WOCB Nr. Hyannis, Mass., E. Anthony & Sons Inc.—Granted license for auxiliary trans. (BL-5088).

WLAF LaFollette, Tenn., LaFollette Bcstg. Co.

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OF AMERICA'S RICHEST EMPIRE

You Can Get A Share of East Texas
by Appointing us Your Spokesman

KFRO "Voice of Longview"—TEXAS

—Granted license for AM broadcast station; 1450 kc, 100 w, unl. (BL-5008).

KSGA Cottage Grove, Ore., Coast Fork Bcstg. Co.—Granted license for AM broadcast station and specify studio location; 1400 kc, 250 w, unl. (BL-5080).

WCRE Cheraw, S. C., Chesterfield Bcstrs. Inc.—Granted license for AM broadcast station; 1420 kc, 500 w-D (BL-5081).

WSTP-FM Salisbury, N. C., Piedmont Bcstg. Corp.—Granted license covering changes in FM broadcast station (BLH-911).

Granted CP

KFYO Lubbock, Tex., Plains Radio Bcstg. Co.—Granted CP to install new trans., at present location of main trans., to operate on 790 kc, 1 kw, employing DA as alternate main for night use; condition (BP-8956).

KRIO McAllen, Tex., Frontier Bcstg. Co.—Granted CP to install new trans. (BP-8972).

KFYO Lubbock, Tex., Plains Radio Bcstg. Co.—Granted CP to install new trans., at present location of main trans., to operate on 790 kc, 1 kw, employing DA for auxiliary purposes daytime only; condition (BP-8957).

WNVA Norton, Va., Blanfox Radio Co.—Granted CP to install new trans. (BP-8963).

Remote Control

The following stations were granted authority to operate transmitters by remote control:

KOVC Valley City, N. D.; KATE Albert Lea, Minn.; WHAT Philadelphia, Pa.; WSGN-FM Birmingham, Ala.

Granted Extension

The following were granted extension of completion dates as shown:

WCPO Cincinnati, Ohio, to 2/28/54; KNEV Reno, Nev., to 11/17/53; WLIB New York, N. Y., to 11/19/53; WGGA Gainesville, Ga., to 11/17/53; KIBE Palo Alto, Calif., to 12/1/53.

Actions of August 20

Granted License

WTAN Clearwater, Fla., Clearwater Radio Broadcasters Inc.—Granted license for change in trans. and studio locations (BL-5078).

WNEX-FM Macon, Ga., Macon Bcstg. Co.—Granted license covering changes in FM broadcast station (BLH-906).

Modification of CP

WBTO Linton, Ind., The Linton Bcstg. Co.—Granted mod. CP to change type trans. (BMP-6292).

Actions of August 19

Remote Control

WFRP Savannah, Ga., Georgia Bcstg. Co.—Granted authority to operate trans. by remote control (BRC-150).

Granted Extension

The following were granted extension of completion dates as shown:

WNBH-TV New Bedford, Mass., to 3/7/54; WLBC-TV Muncie, Ind., to 3/1/54; KTSM-TV El Paso, Tex., to 11/24/53; WDTV (TV) Pittsburgh, Pa., to 12/15/53; WJAR-TV Providence, R. I., to 3/9/54.

Actions of August 18

Extension of Authority

Columbia Bcstg. System Inc., New York, N. Y.—Granted extension of authority to transmit programs to CFRB, CKAC, CJAD and other stations under the control of Canadian Bcstg. Corp. for period beginning Sept. 15, 1953, and ending Sept. 14, 1954.

Granted CP

WHHI Madison, Wis., State of Wisconsin State Radio Council—Granted CP to add REL 10 watt FM trans.; condition (BPED-233).

Modification of CP

WNNJ Newton, N. J., Sussex County Broadcasters—Granted mod. CP for approval of ant., trans. location and change type trans. (BMP-6275).

Remote Control

The following were granted authority to operate transmitters by remote control:

KBKR Baker, Ore. (BRC-147); KLFY Lafayette, La. (while using non-DA ant.) (BRC-148); WHAT-FM Philadelphia, Pa. (BRCH-50).

Actions of August 17

Granted License

KLUK Evanston, Wyo., Advertising Enterprises Ltd.—Granted license for AM station; 1240 kc, 250 w, unl. (BL-5052).

Modification of CP

WBTN Bennington, Vt., Catamount Bcstrs. Inc.—Granted mod. CP to change type trans. (BMP-6289).

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WFLW Hodgenville, Ky., Lincoln Memorial Bcstg. Co.—Granted mod. CP for approval of ant., trans. and studio locations (BMP-6271).

WABL Columbia, Miss., Southwestern Bcstg. Co. of Miss.—Granted mod. of CP for approval of ant., trans. location, and change type trans. (BMP-6265).

KTVU (TV) Stockton, Calif., San Joaquin Telecasters—Granted extension of completion date to 1/24/54 (BMPCT-1295).

KGAL Lebanon, Ore., Linn County Bcstg. Co.—Granted extension of completion date to 11/2/53, conditions (BMP-6266).

WBEL Beloit, Wis., Beloit Bcstrs. Inc.—Granted extension of completion date to 11/15/53; conditions (BMP-6288).

August 25 Applications

ACCEPTED FOR FILING

License to Cover CP

WLSD Big Stone Gap, Va., Gap Bcstg. Co.—License to cover CP (BP-8376) as mod., which authorized new station (BL-5096).

Modification of CP

WCTV (TV) Flint, Mich., Trans-American Television Corp.—Mod. CP (BPCT-930) as mod., which authorized new station, for extension of completion date to 3/5/54 (BMPCT-1334).

KOPR-TV Nr. Butte, Mont., Copper Bcstg. Co.—Mod. CP (BPCT-804) which authorized new station, for extension of completion date to 3/14/54 (BMPCT-1335).

WJTN-TV Jamestown, N. Y., James Bcstg. Co.—Mod. CP (BPCT-1176) which authorized new station, for extension of completion date (BMPCT-1336).

Renewal of License

Following stations request renewal of license:

WSFA Montgomery, Ala., Montgomery Bcstg. Co. (BR-778); WGBA Columbus, Ga., Ga.-Ala. Bcstg. Corp. (BR-2113); KWIK Pocatello, Idaho, Eastern Idaho Bcstg. & TV Co. (BR-1347); WXLW Indianapolis, Ind., Radio Indianapolis Inc. (BR-2253); WIMS Michigan City, Ind., Northern Ind. Bcstrs. Inc. (BR-1622); KCLO Leavenworth, Kan., Cecil W. Roberts (BR-2181); KJAY Topeka, Kan., S. H. Patterson (BR-2421); KTOE Mankato, Minn., Minn. Valley Bcstg. Co. (BR-2532); KEYD Minneapolis, Minn., Family Bcstg. Corp. (BR-2242); WNJR Newark, N. J., The Evening News Publishing Co. (BR-174); KILO Grand Forks, N. D., Grand Forks Herald Inc. (BR-1163); WHBC Canton, Ohio, The Ohio Bcstg. Co. (BR-277); KAST Astoria, Ore., Astoria Bcstg. Co. (BR-856); WISL Shamokin, Pa., Radio Anthracite Inc. (BR-1962); KMED Medford, Ore., Radio Medford Inc. (BR-83).

August 26 Decisions

ACTIONS ON MOTIONS

By Hearing Examiner H. Gifford Irion

Notice is given of further hearing re applications of Versluis Radio & Television Inc., (Docket 10442; BPCT-1208), for CP for new television broadcast station and (Docket 10644; BMPCT-1140) for mod. CP dated May 15, 1953, to commence August 27, 1953.

By Hearing Examiner Annie Neal Huntting

Louisiana Television Bcstg. Corp., Southern Television Company of Baton Rouge Inc., Baton Rouge, La.—In Statement and Order recited action and rulings taken at hearing conferences on Aug. 10 and 13, 1953 which shall control subsequent course of hearing in this proceeding; upon agreement of parties, hearing was continued without date, subject to further order specifying time for taking of oral testimony (Docket 10550; BPCT-1665) (Docket 10551; BPCT-1673).

Radio Fort Wayne Inc. Fort Wayne, Ind.—Granted petition for correction of its Proposed Findings of Fact and Conclusions of Law in two respects (Docket 10424; BPCT-1040).

By Hearing Examiner Thomas B. Donahue

Notice is given of preliminary conference in proceeding re applications of Jefferson County Radio & Television Co. (KJCF) Festus, Mo., for CP to change frequency and hours (Docket 10223, BP-8231) and Cecil W. Roberts, Chester, Ill. (Docket 10224, BP-8477) for CP for new AM broadcast station, on August 27, 1953.

Notice is given of a preliminary conference in proceeding re application of Royaltel, Honolulu, T. H., for CP for new TV station on Ch. 2, on Sept. 9, 1953 (Docket 10474; BPCT-923).

By Hearing Examiner Fanney N. Litvin

Southland Television Co., Radio Station KRMD; Shreveport Television Co., Shreveport, La.—Ordered that transcript of record in this proceeding (Docket 10522; BPCT-992, et al) be corrected in various respects (Action 8/20).

Tri-Cities Telecasting Inc., Canton, Ohio—Granted petition for leave to amend its TV application so as to show deletion from its Articles of Incorporation of reference to class of stock entitled "employee's participating preferred shares" (Docket 10606; BPCT-1738) (Action 8/19).

The Brush-Moore Newspapers Inc.; Stark Telecasting Corporation; Tri-Cities Telecasting Inc., Canton, Ohio—By memorandum and order after hearing conference on Aug. 19, 1953, recited action and rulings taken which shall control subsequent course of hearing in this proceeding (Docket 10272; BPCT-264, et al) (Action 8/20).

By Hearing Examiner Elizabeth C. Smith

WMBD Inc., WIRL Television Co., Brookwell Enterprises, Peoria, Ill.—By order governing conduct of hearing recited action and rulings taken at hearing conference on July 10, which shall control subsequent course of hearing in this proceeding (Docket 10541; BPCT-668, et al).

By Hearing Examiner James D. Cunningham

Notice is given of hearing conference in re applications of Venango Broadcasters, Franklin, Pa. (Docket 10159; BP-8315) and Olivia T. Rennekamp, Corry, Pa. (Docket 10160; BP-8346); testimony will not be received and witnesses need not be present.

By Hearing Examiner Basil P. Cooper

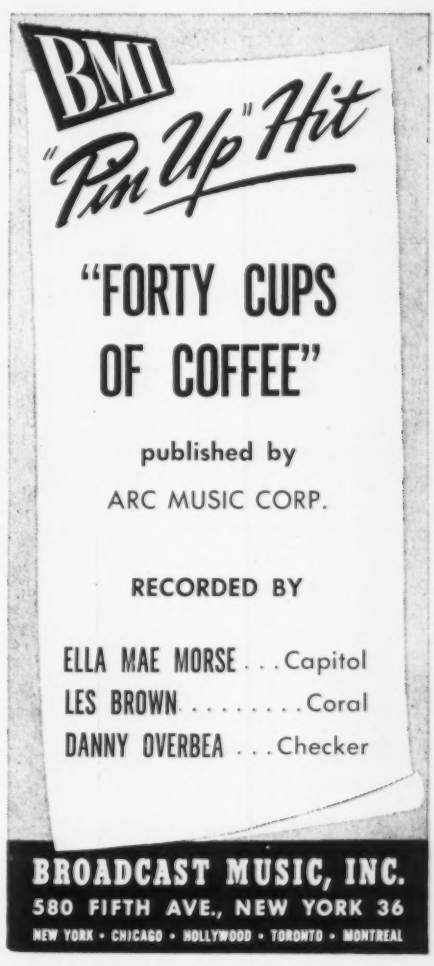
KTBS Inc., International Bcstg. Corporation, Shreveport, La.—Denied request for subpoenas duces tecum filed Aug. 7, 1953, by KTBS Inc.; dismissed as moot notice of intent to take depositions filed Aug. 14, 1953, by KTBS Inc., motion for admission of counsel pro hac vice filed Aug. 14, 1953, by KTBS Inc., motion under Sec. 1.821 (b) of Commission's Rules filed Aug. 17, 1953, by International Bcstg. Corp., and opposition to motion of admission of counsel pro hac vice filed August 17, 1953, by International Bcstg. Corp. (Docket 10476; BPCT-464) (Docket 10477; BPCT-505) (Action Aug. 18).

Booth Radio & Television Stations Inc., Saginaw, Mich.—Granted petition for leave to amend to submit financial information (Docket 10635; BPCT-1229) (Action Aug. 24).

By Hearing Examiner H. Gifford Irion

K-SIX Television Inc., Corpus Christi, Tex.—Granted petition for leave to amend its TV application (Docket 10558; BPCT-1434) to show transfer of 20 shares from one stockholder to another, said interest amounting to 0.13% of issued and outstanding stock.

WOBT Rhinelander, Wis., Oneida Bcstg. Co.—Granted motion for continuance of hearing re its application (Docket 10097, BP-8068) from Aug. 31 to Sept. 23, 1953.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editorials

The Fall Resurgence

AS THE lead story in this week's issue shows, radio is experiencing a very healthy resurgence. Especially in spot business, which means far more net money to stations than they get from network sales, the fall prospects are the brightest ever.

Station representatives predict that spot volume will be up 10% this year over last. Though spot statistics are hard to come by, a check of individual stations confirms the representatives' optimism.

Of the four national radio networks, three have more fall business sold now than they had last year at this time. The fall schedules of ABC, CBS Radio and MBS promise to be appreciably fuller. NBC's sales, though lagging behind those at this time a year ago, are not to be interpreted as bearishly as the raw figures would indicate. Revamping of the NBC daytime structure has doubtlessly caused some advertisers to wait before signing on that network.

Television is far more extensive now that it was a year ago. There is nothing but encouragement to be derived from the fact that as television expands, so also does radio advertising.

The Human Side

A TRAGIC number of children have been suffocated recently when trapped inside abandoned iceboxes while at play. It is possible that some of those deaths could have been avoided if searches of discarded iceboxes had been started as soon as the children were missed.

Frank Silvernail, head timebuyer at BBDO, has proposed a way. As his letter in "Open Mike" this issue suggests, radio and television could be put to work arousing the community to action.

As Mr. Silvernail explains, radio and TV are the only media capable of spreading an immediate alarm. We hope that stations will follow his suggestion. They can establish cooperative arrangements with their local police departments to broadcast reports of missing children and describe the localities to be searched. To repeat Mr. Silvernail's words: "And who knows but what such warnings might not only save individual lives but educate the discarders of these frightful menaces too."

Significant Appointments

TWO APPOINTMENTS of significance were made during the last fortnight as the GOP machine moved again on the communications front. FCC has a new general counsel, and the White House a new top telecommunications policy advisor. Both appointments seem meritorious.

Named general counsel is Warren E. Baker, former executive assistant to Chairman Oswald Ryan of the Civil Aeronautics Board. He has had considerable experience in administrative law. He is an Indiana Republican, 39, and was selected because of qualifications.

The new White House aide is well known in radio. William A. Porter succeeds Haraden Pratt, who held the title of Advisor to the President under Mr. Truman. Mr. Porter has been in communications practice in Washington for more than two decades. He is a former president of the Federal Communications Bar Assn. He accepts the call as Assistant Director for Telecommunications of the Office of Defense Mobilization at a considerable sacrifice.

The FCC general counselship isn't as important now as it was before FCC was separated into bureaus a couple of years ago. The Broadcast Bureau has become the top unit in influence. But a good general counsel can help FCC over many a hump and increase the importance of his office. There will be changes soon in the Broadcast Bureau too, because it has become the neopolitical unit.

The Porter assignment sounds as though it were far removed from the broadcast sphere. It isn't. It is a policy post of importance, since Mr. Porter becomes the coordinator of the executive branch on all allocations of radio frequencies to government agencies and maintenance of security in communications during a national emergency. Mr. Pratt had handled his assignments well. He maintained balance between demands of the military, for example, and those of industry, in allocation of portions of the spectrum.

Mr. Porter knows broadcast service and communications. There are problems ahead in the allocation of spectrum space—notably in television and related fields. Allocations as between needed public frequencies as against military demands haven't always been equitable. With one of Mr. Porter's experience on the coordinating scene, the danger of mis-allocating is minimized.

'. . . Gone About As Fur As They Can Go'

IN ONE of America's leading markets, Oklahoma City, the jointly-owned dailies—the *Oklahoman* and the *Times*—have suddenly adopted a policy of charging radio and television stations for carrying program logs.

Other newspapers in other communities have done the same, but the situation in Oklahoma City has unique features that deserve inspection.

The Oklahoma Publishing Co., which owns both papers, also owns WKY, a well-established and important radio station, and WKY-TV, the only television outlet in the city. According to an official announcement, the newspapers have been charging these stations straight advertising rates for the space occupied by their logs for "several months." On Aug. 16 the papers applied that practice to all radio and TV schedules.

WKY has been using two-column ads five inches deep for its logs, and WKY-TV has been using somewhat larger space. Other radio stations in the market have been using no space at all since Aug. 16 for the simple reason that the papers have priced it prohibitively. The size ad used by WKY would cost $40,517 per year at combination rate in the morning and evening papers, daily and Sunday.

It would cost that much because the *Oklahoman* and the *Times* have classified radio logs as national advertising which pays a premium rate that has no discounts for frequency of insertions. The going daily rate is $10.50 per inch.

Perhaps it is true that WKY and WKY-TV have been paying these prices to the newspapers owned by their parent company, but even so the transaction keeps the money in the same family. A similar advantage does not exist for the other radio stations now in the area and for the new TV outlets there that are due soon to go on the air.

The contention that radio and television constitute "commercial enterprises" and therefore should pay for their listings, doesn't hold water. Baseball, and wrestling and boxing, also are commercial enterprises that spend little or no money in the newspapers for display lineage. Are they deprived of space in news columns because they are "commercial"?

The obvious answer is that program listings draw greater readership than do these other events. The public demands them.

One Oklahoma City station, KOMA, counted more than 1,000 telephone calls protesting the newspapers' action within a week after it was announced. Certainly the papers have been similarly swamped with objections.

We suspect that the Oklahoma City newspapers will eventually find it advisable to revert to their former policy of running program logs as a reader service. Radio and television set advertising, plus the spotlight program advertising, more than offset the cost of printing the daily logs. This without regard to the subscriber demand.

That has been the experience of other newspapers in other cities. The return to normalcy usually follows within a month to six weeks.

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